

Exhibit G

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1	5286	Misc.	Dorn On-site Assessment Photographs for San Francisco Unified School District school buildings			
2	5285	Misc.	Dorn On-Site Assessment notes for San Francisco Unified School District school buildings			
3	5284	Party Production	9/12/2019 Email from Lynda Boyer to Christopher Pepper Re: Thank you all - GWHS PTSA		SFUSD_197198	SFUSD_197199
4	5283	Party Production	8/29/2019 Email from Christopher Pepper to Christine Marie Re: Stanford Juul lesson remixes		SFUSD_213626	SFUSD_213626
5	5282	Party Production	8/21/2013 Email from Kevin Truitt to Donna Blanchard Re: Article in Bay Area Parent on electronic cigarettes on campus	Blanchard Exhibit 11	SFUSD_145048	SFUSD_145052
6	5281	Party Production	4/19/2018 Email from Christopher Pepper to Kevin Gogin Re: Teaching materials on vaping		SFUSD_162165	SFUSD_162166
7	5280	Party Production	12/14/2018 Email from Christopher Pepper to Audrey Abadilla et al. Re: Quit Vaping Request		SFUSD_074598	SFUSD_074599
8	5279	Party Production	10/18/2019 Email from Christopher Pepper Re: vaping town hall next week		SFUSD_086900	SFUSD_086900
9	5278	Misc.	Operation Smoke Out!!! 2022 Anti-Tobacco/Anti-Vaping Art and Video Contest Winners (posters)			
10	5277	Party Production	JUUL School	Nelson Exhibit 17	SFUSD_210892	SFUSD_210918
11	5276	Party Production	JUUL School	Nelson Exhibit 16	SFUSD_210875	SFUSD_210891
12	5275	Misc.	Photographs taken by Dorn at vape detector manufacturers			
13	5274	Misc.	Dorn bar graph of responses to survey question 102			
14	5273	Misc.	Dorn bar graph of responses to survey question 101			
15	5272	Misc.	Dorn bar graph of responses to survey question 10			
16	5271	Misc.	Grace notes vape detectors			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
17	5270	Misc.	Dorn notes vape detectors			
18	5214	Misc.	Middle School YRBS: San Francisco, CA 1997-2019 Results, CDC, https://nccd.cdc.gov/Youthonline/App/Results.aspx?LID=AZB			
19	5213	Misc.	High School YRBS: San Francisco, CA 1997-2019 Results, CDC, https://nccd.cdc.gov/Youthonline/App/Results.aspx?LID=AZB			
20	5212	Misc.	Plaintiff SFUSD Supplemental Responses & Objections To Defense JUUL Labs, Inc.'s First Interrogatories			
21	5211	Misc.	Pl. SFUSD Second Suppl. Interrog. Resps. & Objs. To Def. JUUL Labs, Inc.'s First Set of Interrogs. No. 2			
22	5203	Misc.	Ribisl Images of JUUL Products from www.countertobacco.org			
23	5202	Misc.	Ribisl JUUL Pod Packs and Devices the Secret Shopper was able to Purchase			
24	5201	Misc.	Ribisl Images of JUUL Pod Packs and Devices the Secret Shopper was able to Purchase			
25	5200	Misc.	Ribisl Secret Shopper Summary Sheets for Retailers Visited			
26	5199	Misc.	Ribisl Images of Retailers Near Schools Featuring JUUL Advertising			
27	5198	Misc.	Ribisl Table from SFUSD Report Summarizing JUUL Bulk Purchase Compliance Testing			
28	5197	Misc.	Ribisl Appendix B from SFUSD Report			
29	5196	Misc.	Ribisl Appendix A from SFUSD Report			
30	5195	Misc.	Ribisl Figure 4 from SFUSD Report			
31	5194	Misc.	Ribisl Figure 3 from SFUSD Report			
32	5193	Misc.	Ribisl Figure 2 from SFUSD Report			
33	5192	Misc.	Ribisl Figure 1 from SFUSD Report			
34	5191	Misc.	Ribisl Table 1 from SFUSD Report			
35	5190	Party Production	10/24/2017 Highs and Knows. A professional development on teaching teens and pre-teens about substances.		SFUSD_002109	SFUSD_002161

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36	5189	Party Production	10/24/2017 Middle Grade Substance Use Education. School Health Programs		SFUSD_002102	SFUSD_002108
37	5188	Party Production	9/26/2018 Middle School Youth Outreach Coordinator Training		SFUSD_002101	SFUSD_002101
38	5187	Party Production	9/20/2018 High School Youth Outreach Coordinator Training with Signatures		SFUSD_002100	SFUSD_002100
39	5186	Party Production	9/20/2018 High School Youth Outreach Coordinator Training		SFUSD_002098	SFUSD_002099
40	5185	Party Production	10/9/2019 High School Youth Outreach Coordinator Training		SFUSD_002096	SFUSD_002097
41	5184	Party Production	Philosophy on Substance Abuse Prevention Education		SFUSD_002092	SFUSD_002092
42	5183	Party Production	9/26/2018 Middle School Youth Outreach Coordinator Training		SFUSD_002090	SFUSD_002091
43	5182	Party Production	10/24/2017 Highs and Knows PD at School Health Programs. Highlight Comments and Bike Rack/Parking Lot Responses		SFUSD_002089	SFUSD_002089
44	5181	Party Production	10/9/2019 SFUSD High School Youth Outreach Coordinator Agenda		SFUSD_002083	SFUSD_002084
45	5180	Party Production	9/26/2018 SFUSD Middle School Youth Outreach Coordinator Agenda		SFUSD_002080	SFUSD_002082
46	5179	Party Production	9/20/2018 SFUSD High School Youth Outreach Coordinator Agenda		SFUSD_002078	SFUSD_002079
47	5178	Party Production	Agenda for Highs and Knows: A professional development day for middle and high school health educators who teach about substances		SFUSD_002055	SFUSD_002057
48	5177	Party Production	Risks, Rewards, and Reality: Teaching Today's Youth About Substances.		SFUSD_001960	SFUSD_002045
49	5176	Party Production	Changing the Conversation: Brains, Drugs, & Teens Today.		SFUSD_001884	SFUSD_001935
50	5175	Party Production	SFUSD. Teens Tackle Tobacco Leadership Team (TTTL) Job Description 2015-2016		SFUSD_001790	SFUSD_001792
51	5174	Party Production	E-Cigarettes: It's only Water Vapor? Right? UPDATE September 2015 by Ira Sachnoff		SFUSD_001709	SFUSD_001756

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52	5173	Party Production	10/24/2017 Highs and Knows: A professional development day for middle and high school health educators who teach about substances		SFUSD_001708	SFUSD_001708
53	5172	Party Production	E-Cigarettes: What Everyone Should Know 2016		SFUSD_001681	SFUSD_001704
54	5171	Party Production	9/9/2015 E-Cigarettes: The Vapor This Time? Phillip Gardiner. SFUSD Wellness Initiative		SFUSD_001614	SFUSD_001680
55	5170	Party Production	E-Cigarettes: 8 Things Everyone Should Know		SFUSD_001590	SFUSD_001605
56	5169	Party Production	2/3/2016 Brief Intervention Training. Professional Development. School Health Programs.		SFUSD_001585	SFUSD_001585
57	5168	Party Production	Agenda for Alcohol Section: 40 min total		SFUSD_001544	SFUSD_001544
58	5167	Party Production	Tips on Drug Education for Teens. According to studies* on effective and ineffective anti-drug abuse education.		SFUSD_001543	SFUSD_001543
59	5166	Party Production	Example Objectives/Essential Ideas for a Substance Unit		SFUSD_001542	SFUSD_001542
60	5165	Party Production	Classroom Discussions about Drugs: Wording Help for Teachers and Students to Avoid Pitfalls		SFUSD_001541	SFUSD_001541
61	5164	Party Production	Risks, Rewards, and Reality. A professional development day for middle and high school health educators who teach about substances		SFUSD_001480	SFUSD_001481
62	5163	Misc.	8/00/2020 SFUSD Student and Family Handbook, August 2020			
63	5162	Misc.	8/31/2021 SFUSD 2d Supp. Rog Responses, No. 2			
64	5161	Misc.	High School Youth Risk Behavior Survey - San Francisco, CA 1997 — 2019 Results. Youth Online. CDC.			
65	5160	Misc.	Youth Risk Behavior Survey, San Francisco Unified Trends Over Time. Current electronic cigarette use: One or more days in the past 30 days. Results based on: All Students.			
66	5159	Party Production	SFUSD High School YRBS Trend Data Alcohol, Tobacco and Other Drugs (ATOD)		SFUSD_000327	SFUSD_000330
67	5158	Misc.	Rollo Detailed Cost Report (Appendix to SFUSD report)			
68	5157	Misc.	Rollo City Cost Index, San Francisco only (Exhibit D to SFUSD report)			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
69	5156	Misc.	Rollo Unit Price Calculations (Exhibit C to SFUSD report)			
70	5155	Misc.	Rollo Price Quotations (Exhibit B to SFUSD report)			
71	5154	Misc.	Rollo R.S. Means Cost Data (Exhibit A to SFUSD report)			
72	5153	Misc.	Rollo SFUSD Summary of Costs by Mitigation Strategy			
73	5152	Misc.	Rollo SFUSD Summary of Costs by School Campus			
74	5151	Misc.	Nguyen SFUSD District-Level Meeting Notes			
75	5150	Misc.	Grace SFUSD District-Level Meeting Notes			
76	5149	Misc.	Dorn SFUSD District-Level Meeting Notes			
77	5141	Party Production	03/9/2018 Erica Lingrell email to Kimberly Coates Re: SF Students say JUUL vaporizer easy to use at school		SFUSD_134966	SFUSD_134967
78	5140	Misc.	3/08/2018 SF Students say JUUL vaporizer easy to use at school. Abc7News https://abc7news.com/juul-vaporizers-at-schools-san-francisco-cigarette-like-nicotine-levels-in/3192043/			
79	5138	Party Production	6/26/2018 San Francisco Unified School District - Mileage/Expense Report Lynda Boyer-Chu		SFUSD_221100	SFUSD_221101
80	5137	Party Production	Student conferences incident data		SFUSD_210130	SFUSD_210130
81	5136	Party Production	Spreadsheet of 2011-2012 Incidents and 2012-2013 Incidents		SFUSD_210127	SFUSD_210127
82	5134	Party Production	2/21/2020 Email from Eva Kellogg to Caitlin Boyle Re: Fwd: Vape Pen		SFUSD_206248	SFUSD_206249
83	5133	Party Production	Student Incidents; Discipline violation codes 200-205 and 300		SFUSD_204431	SFUSD_204431
84	5132	Party Production	5/15/2019 Email from Caitlin Boyle to Monina Cervone Re: Fwd: Event recorded on: 5/15/19, 3:23:20 PM		SFUSD_200698	SFUSD_200698
85	5131	Party Production	2/7/2020 Email from Susan C. Saunders to John Schlauraff et al Re: Fwd: New Bathroom Policy		SFUSD_197740	SFUSD_197741
86	5130	Party Production	2/13/2018 Email from Paul Fan and Susan C. Saunders et al Fwd: Regarding kids vaping on the field		SFUSD_197730	SFUSD_197730
87	5127	Party Production	SFUSD BASIS (student information system) Incidents		SFUSD_191567	SFUSD_191567

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88	5124	Party Production	4/20/2018 Email from Kevin Truitt to Mele Lau-Smith Re: Fwd: Info for Families on Vaping		SFUSD_165984	SFUSD_165987
89	5123	Party Production	10/18/2018 Email from Steve Young to Erin Lynch Re: parent and vaping info		SFUSD_165561	SFUSD_165562
90	5122	Party Production	5/23/2018 Email from Nina H. Mayer to Susan C. Saunders Re: Vaping		SFUSD_165495	SFUSD_165496
91	5121	Party Production	2/10/2020 Email from Marianne Philipp to Paul Fan et al Re: Hall Guards - check stairway 2 btwn 3rd per & 4pers?		SFUSD_165472	SFUSD_165472
92	5120	Deposition Exhibit	1/29/2019 Email from Susan C. Saunders to An Koby Pakar Re: Vaping Demonstration	Pak Exhibit DEX-007	SFUSD_165435	SFUSD_165436
93	5119	Party Production	10/29/2018 Email from Julia Lucey to Susan C. Saunders et al Re: Homeroom supervision OUTSIDE front door of school		SFUSD_165434	SFUSD_165434
94	5118	Party Production	12/4/2018 Email from Michelle Connolly to Thomas Fulwiler Re: pot and the teenage brain :)		SFUSD_165398	SFUSD_165398
95	5117	Party Production	2/7/2020 Email from Nina H. Mayer to Susan C. Saunders Re: New Bathroom Policy		SFUSD_164949	SFUSD_164951
96	5116	Party Production	10/31/2018 Email from Nina H. Mayer to Lynda Boyer Re: pot and the teenage brain :)		SFUSD_164606	SFUSD_164607
97	5115	Party Production	2/6/2020 Email from Lori A. McLoughlin to Alton T. Dawson et al Re: Student Restrooms and Safety		SFUSD_164603	SFUSD_164603
98	5113	Party Production	8/20/2019 Email from Caitlin Boyle to Robert Francoeur Re: Single use restrooms		SFUSD_156115	SFUSD_156115
99	5111	Party Production	9/19/2017 Email from Benjamin Rombro to Richard Ault; Caitlin Boyle Re: Student substance use violation in class today 09/19/17		SFUSD_130741	SFUSD_130741
100	5110	Party Production	6/14/2016 ETR Sales Order Number 0161179		SFUSD_115022	SFUSD_115022
101	5109	Party Production	6/14/2016 ETR Sales Order Number 0161178		SFUSD_115021	SFUSD_115021
102	5108	Party Production	6/14/2016 ETR Sales Order Number 0161176		SFUSD_115020	SFUSD_115020
103	5107	Party Production	Section 5 Staff Professional Development		SFUSD_106217	SFUSD_106220
104	5106	Party Production	8/29/2019 Email from Erica Lingrell to Michelle Rait; Lynda Boyer Re: Hello TUPE Nurses!		SFUSD_086739	SFUSD_086740

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105	5104	Party Production	San Francisco Unified School District - General Requisition - Lynda Chu		SFUSD_085395	SFUSD_085395
106	5103	Party Production	SFUSD Budget Status Report - Detail For ORG: 152 - School Health Programs spreadsheet		SFUSD_070725	SFUSD_070725
107	5102	Party Production	8/29/2019 Email from Quarry Pak to Kristine Keane Re: E-cig info for parents/caregivers		SFUSD_061391	SFUSD_061391
108	5101	Party Production	11/4/2020 Organization/Professional Services Contractor Agreement		SFUSD_056836	SFUSD_056853
109	5100	Party Production	12/10/2018 Email from Audrey D. Abadilla to Karen E. Tiu et al Re: Quit Vaping Request		SFUSD_053808	SFUSD_053808
110	5097	Party Production	1/15/2019 Email from Christopher Pepper to Najwa Ahmed Re: meeting agenda		SFUSD_040021	SFUSD_040025
111	5096	Party Production	2/11/2019 Email from SFUSD IT Service Request System to Quarry Pak Re: New Service Request Received - Ticket #133118: Fwd: New quit resources for JUULs/E-cigs		SFUSD_037312	SFUSD_037314
112	5095	Party Production	1/31/2017 Email from Quarry Pak to Martha Adriasola Re: Anti-vape PSA Contest prizes		SFUSD_026783	SFUSD_026783
113	5094	Party Production	5/25/2017 Email from service@journeyworks.com to pakq@sfusd.edu Re: Journeyworks Checking In - June 2016 Order		SFUSD_045917	SFUSD_045918
114	5092	Party Production	9/8/2015 Email from Quarry Pak to Phillip Gardiner Re: Speaking to San Francisco Unified School District High School Wellness Staff		SFUSD_018454	SFUSD_018457
115	5091	Party Production	SFUSD Grant Type: Tobacco-Use Prevention Education for Grades Six through Twelve, Cohort M Tier 2; Grant Term: Year 1-July 1, 2020 to June 30, 2021; Section 2 Family and Community Engagement		SFUSD_017742	SFUSD_017742
116	5090	Party Production	10/26/2020 Health Initiatives for Youth Invoice # 1026		SFUSD_014279	SFUSD_014279
117	5089	Party Production	9/4/2019 Email from Kimberly Coats to Quarry Pak Re: BOE Request		SFUSD_014059	SFUSD_014059
118	5086	Party Production	9/4/2019 Email from Mary Jue to Lynda Boyer Re: Hello TUPE Nurses!		SFUSD_005136	SFUSD_005139
119	5085	Party Production	10/24/2019 Vaping Epidemic Town Hall for Parents		SFUSD_003487	SFUSD_003487

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120	5084	Party Production	8/29/2019 Email from Laura Dudnick to Kimberly S. Coates Re: Two media requests re. vaping		SFUSD_003477	SFUSD_003479
121	5083	Party Production	3/1/2016 Email from Quarry Pak to Erica Lingrell et al Re: FW: Substance Use Education for Families at Hoover MS		SFUSD_002405	SFUSD_002408
122	5082	Party Production	2/4/2020 Email from Najwa Ahmed to Leesa Lopez et al Re: Important: Berkeley Conference Details, please read		SFUSD_002384	SFUSD_002385
123	5080	Party Production	Vaping 101 for High Schools What to know and What to do		SFUSD_002046	SFUSD_002054
124	5079	Party Production	Juul School		SFUSD_001936	SFUSD_001959
125	5078	Party Production	Vaping 101 For Elementary School What to know and What to do		SFUSD_001859	SFUSD_001883
126	5077	Party Production	Vaping 101 For Middle School What to know and What to do Micelle Rait and Lynda Boyer-Chu TUPE Nurse Facilitators, SFUSD School Year 2019-20		SFUSD_001803	SFUSD_001814
127	5076	Party Production	Vaping 101 What to know and What to do Lynda Boyer-Chu and Michelle Rait TUPE Nurse Facilitators, SFUSD School Year 2019-20		SFUSD_001793	SFUSD_001802
128	5074	Party Production	Vaping Prevention Resources for Schools		SFUSD_001589	SFUSD_001589
129	5070	Party Production	SFUSD Budget Status Report - Detail for ORG:152 - School Health Programs		SFUSD_001336	SFUSD_001336
130	5069	Party Production	Suspension Data for 2013-2014 SY Through 2019-2020 SY for Tobacco and Drug Related Violations		SFUSD_001329	SFUSD_001329
131	5068	Party Production	5/13/2014 SFUSD Board of Education Policies, Use of Tobacco, Alcohol, Other Drugs, Code 5140.2		SFUSD_001325	SFUSD_001328
132	5061	Party Production	2/11/2020 SFUSD Board of Education Policies, Suspension and Expulsion/Due Process, Code 5144.1		SFUSD_001262	SFUSD_001268
133	5060	Party Production	August 2020 SFUSD Student and Family Handbook		SFUSD_001008	SFUSD_001261
134	5059	Party Production	California Healthy Kids Survey San Francisco Unified Elementary 2012-2013 Main Report		SFUSD_000974	SFUSD_001007
135	5058	Party Production	Spring 2016 SFUSD Tobacco Use Prevention Education Snapshot		SFUSD_000972	SFUSD_000973
136	5057	Party Production	2/13/2020 California Healthy Kids Survey San Francisco Unified Secondary 2019-2020 Main Report		SFUSD_000869	SFUSD_000971

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137	5056	Party Production	11/13/2018 California Healthy Kids Survey San Francisco Unified Secondary 2017-2018 Main Report		SFUSD_000788	SFUSD_000868
138	5055	Party Production	10/24/2016 California Healthy Kids Survey San Francisco Unified Secondary 2015-2016 Main Report		SFUSD_000731	SFUSD_000787
139	5054	Party Production	9/14/2014 California Healthy Kids Survey San Francisco Unified Secondary 2013-2014 Main Report		SFUSD_000664	SFUSD_000730
140	5053	Party Production	11/13/2018 California Healthy Kids Survey San Francisco COE Secondary 2017-2018 Main Report		SFUSD_000584	SFUSD_000663
141	5052	Party Production	10/24/2016 California Healthy Kids Survey San Francisco County Office of Education Secondary 2015-2016 Main Report		SFUSD_000527	SFUSD_000583
142	5051	Party Production	9/14/2014 California Healthy Kids Survey San Francisco County Secondary 2013-2014 Main Report		SFUSD_000476	SFUSD_000526
143	5050	Party Production	6/26/2020 California Healthy Kids Survey San Francisco County Secondary 2017-2019 Main Report		SFUSD_000394	SFUSD_000475
144	5049	Party Production	2/6/2019 California Healthy Kids Survey San Francisco County Secondary 2015-2017 Main Report		SFUSD_000331	SFUSD_000393
145	5048	Party Production	SFUSD High School YRBS Trend Data Alcohol, Tobacco and Other Drugs (ATOD)		SFUSD_000323	SFUSD_000326
146	5047	Party Production	San Francisco Unified School District Middle School Youth Risk Behavior Survey Results Local & National Trends 2009-2019		SFUSD_000322	SFUSD_000322
147	5046	Party Production	2013 Middle School Health Survey Results		SFUSD_000302	SFUSD_000321
148	5045	Party Production	2013 High School Health Survey Results		SFUSD_000282	SFUSD_000301
149	5044	Party Production	2015-2016 California Student Tobacco Study		SFUSD_000222	SFUSD_000281
150	5043	Party Production	2019 middle school SFUSD Health Survey Results		SFUSD_000202	SFUSD_000221
151	5042	Party Production	2019 high school SFUSD Health Survey Results		SFUSD_000182	SFUSD_000201
152	5041	Party Production	2017 middle school SFUSD Health Survey Results		SFUSD_000162	SFUSD_000181
153	5040	Party Production	2017 high school SFUSD Health Survey Results		SFUSD_000142	SFUSD_000161

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154	5039	Party Production	Results of the Statewide 2017-18 California Student Tobacco Survey		SFUSD_000045	SFUSD_000141
155	5038	Party Production	1/26/2016 Resolution No. 161-26A2		SFUSD_000042	SFUSD_000044
156	5036	Party Production	5/23/2018 Email from Connee Meschini to Bruce Harter Re: Ok we are all set up for the morning of June 20th at WNHS Juul training		MDL2913_Harter_0001961	MDL2913_Harter_0001962
157	5035	Party Production	1/31/2018 Strategies for School/School District Collaboration Draft 1		JLI03624836	JLI03624836
158	5034	Party Production	12/5/2017 Email from Bruce Harter to Mark Mosher Re: San Francisco Question		JLI00385375	JLI00385375
159	5033	Party Production	12/19/2017 Plan for focus group at San Andreas high		JLI00385273	JLI00385274
160	5032	Party Production	5/6/2017 Email from Bruce Harter to Julie Henderson Re: FWL Greetings from Arlington Public Schools		INREJUUL_00197984	INREJUUL_00197985
161	5031	Party Production	1/29/2018 Email from Ashley Gould to Nicholas J. Pritzker Re: MPK-8 Message from Mrs. Techmanski		JLI00024566	JLI00024568
162	5030	Deposition Exhibit	4/25/2018 Email from Emi Averill to Emi Averill Re: Social Listening Report	Walker Exhibit 634	JLI00140003	JLI00140007
163	5029	Deposition Exhibit	4/20/2018 Email from Emi Averill to Emi Averill Re: Daily Social Listening Report	Walker Exhibit 633	JLI00155140	JLI00155143
164	5028	Deposition Exhibit	3/19/2018 Email from Bruce Harter to Melanie Seiden Re: Contacting Retired Superintendents	Harter Exhibit 372	MDL2913_Harter_0001029	MDL2913_Harter_0001031
165	5027	Deposition Exhibit	12/19/2017 Transcription of San Andreas High School Focus Group	Harter Exhibit 368		
166	5026	Deposition Exhibit	4/26/2018 Email from Bruce Harter to Ashley Gould; Kevin Burns Re: Success at Hinsdale High	Harter Exhibit 361	JLI00023216	JLI00023217
167	5025	Deposition Exhibit	4/20/2018 Email from Julie Henderson to Bruce Harter Re: Quote from Hinsdale?	Harter Exhibit 360	JLI00022118	JLI00022119
168	5024	Deposition Exhibit	4/20/2018 Email from Bruce Harter to Julie Henderson Re: AZ District	Harter Exhibit 359	JLI00022116	JLI00022117
169	5023	Deposition Exhibit	4/16/2018 Email from Julie Henderson to Bruce Harter; Wendell Greer Re: Summary of Tobacco-like programs	Harter Exhibit 356	INREJUUL_00197690	INREJUUL_00197692

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170	5022	Deposition Exhibit	3/7/2018 Email from Bruce Harter to ngupta@wscloud.org; cc: to Nally, Kenneth Re: Visit to Worthington Schools	Harter Exhibit 345	JLI00385779	JLI00385781
171	5021	Deposition Exhibit	2/14/2018 Email from Bruce Harter to Dennis Runyan Re: Pilot Description	Harter Exhibit 341	JLI00386025	JLI00386027
172	5020	Deposition Exhibit	1/20/2018 Email from Bruce Harter to Rinda Bartley Re: Checking in - Castro Valley	Harter Exhibit 336	JLI00386034	JLI00386040
173	5019	Deposition Exhibit	1/18/2018 Email from Bruce Harter to Jarrett Dooley Re: Follow Up on Anti-Vaping / Anti-Marijuana Grant	Harter Exhibit 335	JLI00385861	JLI00385877
174	5018	Deposition Exhibit	2/26/2018 Email from Bruce Harter to Dennis Runyan Re: Follow Up from Friday	Harter Exhibit 334	JLI00385851	JLI00385855
175	5017	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 330		
176	5016	Deposition Exhibit	2/8/2018 Email from Bruce Harter to Karen Dillon Re: Follow Up Questions	Harter Exhibit 329	JLI00385856	JLI00385860
177	5015	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 327		
178	5014	Deposition Exhibit	Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents	Harter Exhibit 326	JLI00018734	JLI00018737
179	5013	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 324		
180	5012	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 323		
181	5011	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 322		
182	5010	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 315		
183	5009	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 314		
184	5008	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 313		
185	5007	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 312		

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186	5006	Deposition Exhibit	Media Clip from Harter Exhibit 309 - Millennial High School focus group	Harter Exhibit 311		
187	5005	Deposition Exhibit	Voice File of 2018 Millennial High School focus group	Harter Exhibit 309		
188	5004	Deposition Exhibit	2/23/2018 Plan for focus group at Millennial High School, Goodyear, AZ	Harter Exhibit 307	JLI00385275	JLI00385275
189	5003	Deposition Exhibit	1/18/2018 Email from Bruce Harter to Caroline Kemp Re: JUUL Education Outreach	Harter Exhibit 305	JLI00385916	JLI00385916
190	5002	Misc.	Plaintiff San Francisco Unified School District's Second Supplemental Responses and Objections to Defendant JUUL Labs, Inc.'s First Set of Interrogatories, In Re: JUUL Labs, Inc., Marketing, Sales Practices, and Products Liability Litigation, MDL No. 19-md-2913-WHO (N.D. Cal.)			
191	5001	Misc.	First Amended Plaintiff Fact Sheet and accompanying documents for Wave 1 Government Entity Bellwether: San Francisco Unified School District, California			
192	5000	Misc.	CalSCHLS. The Substance Use and Mental Health Data, San Francisco Unified. https://calschls.org/reports-data/public-dashboards/secondary-student/			
193	3274	Party Production	11/14/2018 Tim Danaher email to Mary Andrews re Investor Materials – NY AG attaching PAX LABS Company Overview & PLOOM Company Overview December 2014		INREJUUL_00349485	INREJUUL_00349560
194	3212	Party Production	2/27/2019 Email from Karl Wagner to John Miller et al. Re: RE: Juul Visit		ALGAT0002751284	ALGAT0002751286
195	3211	Party Production	9/28/2017 Email from William Gardner to Edward Enters Re: Scientific Information needed: PAX		ALGAT0002741788	ALGAT0002741788
196	3210	Party Production	2/19/2019 Email from William Gardner to Jeffery Eddmiston et al. Re: RE: {Unverified} Services follow up		ALGAT0002688028	ALGAT0002688030
197	3209	Party Production	5/8/2019 Email from John Miller to Kimberly Agnew-Heard Re: RE: GC Profiling		5190358206	5190358206
198	3208	Party Production	1/30/2019 Altria's e-Vapor Science: An Introduction		5190348118	5190348140
199	3207	Party Production	3/13/2019 Email from William Gardner to dan@juul.com Re: Future follow-ups		5190348116	5190348117
200	3206	Party Production	MTA_workstreams_Draft_031819		5190338350	5190338355
201	3205	Party Production	6/26/2018 Email from Vince Angelico to John Marshall Re: RE: ANPRM Flavors		AVAIL00001649	AVAIL00001650
202	3204	Party Production	5/14/2018 Email from Steven Schroder to Kimberly Lauer Re: RE: Markten Elite Retail Sales		AVAIL00000724	AVAIL00000726
203	3203	Party Production	5/1/2018 Email from Kimberly Lauer to Steven Schroder Re: RE: data request		AVAIL00000738	AVAIL00000738

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
204	3202	Party Production	1/5/2018 Email from Matthew Romyak to Jon Getz Re: RE: Base Tree Model Deep Dive		5211092956	5211092958
205	3201	Party Production	1/21/2018 Email from Thomas Moore to Howard Willard, William Gifford et al. Re: Project Tree Download		ALGAT0004188538	ALGAT0004188538
206	3200	Party Production	1/17/18 Email from Jon Getz to Jody Begley Re: Juul 2018 Share of MOC - Back Pocket Update		ALGAT0002414491	ALGAT0002414491
207	3199	Party Production	1/17/18 Calendar Invitation Re: Project Tree Forecast Discussion		ALGAT0003443537	ALGAT0003443537
208	3198	Party Production	1/14/2018 Email from Don Hashagen to James Xu Re: Fwd: JUUL Daily Sales Report		AVAIL00000384	AVAIL00000385
209	3197	Party Production	1/16/2018 Email from Matthew Romyak to Jon Getz Re: RE: Project Tree Draft		8512815314	8512815315
210	3196	Party Production	1/28/2021 Calendar Invitation from Jody Begley Re: Project Tree Forecast Discussion		8035359084	8035359084
211	3195	Party Production	1/8/18 Project Tree Calendar Invitation		ALGAT0004207809	ALGAT0004207809
212	3194	Party Production	1/17/18 Calendar Invitation from Jody Begley Re: Project Tree Forecast Discussion		ALGAT0000026293	ALGAT0000026293
213	3193	Party Production	1/17/18 Altria Spreadsheet		ALGAT0002854072	ALGAT0002854073
214	3192	Party Production	1/5/2018 NuMark slide deck: JUUL Volume Per Store - Cigarette Trend		ALGAT0002832557	ALGAT0002832557
215	3191	Party Production	1/8/2018 Email from Jon Getz to Matthew Romyak Re: Bass Simulator For Juul Updated Scenarios 1-4-18 b.xlsx		8512869515	8512869515
216	3190	Party Production	1/5/2018 Email from Matthew Romyak to Jon Getz Re: RE: Base Tree Model Deep Dive		5211092956	5211092957
217	3189	Party Production	1/5/18 Email from Brian Blaylock to David Wise and Steven Schroder Re: FW: Bass Simulator For Juul Updated Scenarios 1-4-18.xlsx		ALGAT0002832555	ALGAT0002832556
218	3188	Party Production	1/4/2018 Email from Regina Costello to Matthew Romyak Re: Project Tree		8018462716	8018462716
219	3187	Party Production	3/28/2018 Email from Zane Underwood to bobbyt@availvapor.com and Steven Schroder Re: RE: Data		5158865795	5158865796
220	3186	Party Production	1/3/18 Email from David Wise to Thomas Moore Re: FW: Project Tree Pages		ALGAT0002819662	ALGAT0002819662
221	3185	Party Production	12/19/17 Email from Pascal Fernandez to Jon Getz Re: FW: Tree Scenarios		ALGAT0000895545	ALGAT0000895545
222	3184	Party Production	12/19/17 Email from Jon Getz to Regina Costello Re: Tree Update		ALGAT0004542876	ALGAT0004542876
223	3183	Party Production	12/15/17 Altria slide deck: Pax Investor Presentation		ALGAT0005044490	ALGAT0005044490
224	3182	Party Production	1/3/18 Altria slide deck: Project Tree		ALGAT0002819663	ALGAT0002819663
225	3181	Party Production	12/11/17 Altria Spreadsheet: Project Tree Model		ALGAT0005044489	ALGAT0005044489
226	3180	Party Production	12/12/17 Email from Brian Blaylock to jwappler@pwppartners.com and cboffi@pwppartners.com et al. Re: Project Tree Investor Presentation (12.15.17) - Draft		ALGAT0005044488	ALGAT0005044488
227	3179	Party Production	3/15/17 Email from James Xu to Steven Schroder Re: Copy of Pod systems.xlsx		AVAIL00001159	AVAIL00001160
228	3178	Party Production	Altria slide deck: Avail Vapor		ALGAT0000378291	ALGAT0000378291

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
229	3177	Misc.	2/1/95 Letter from Leo Burnett to Susan Norris attaching Insight booklet		2041601887 (Legacy)	2041601904 (Legacy)
230	3176	Misc.	8/19/87 Memo from Nancy Brennan to David Dangoor re: Key Marlboro Issues		2045305938 (Legacy)	2045305942 (Legacy)
231	3175	Party Production	3/3/2019 Email from Maria Gogova to William Gardner et al. Re: RE: Juul and large bodies of ALCS work/information		ALGAT0002688099	ALGAT0002688100
232	3174	Misc.	4/18/2018 Letter to Scott Gottlieb Re: Need for immediate FDA action to protect young people from Juul electronic cigarettes			
233	3173	Deposition Exhibit	JUUL Overview. June 2018. Altria Client Services presentation	Gardner Exhibit 235		
234	3172	Party Production	ALCS Identified Risks_Gaps in JUUL PMTA_Jan 24 2020 DRAFT for Team Input		5212126645	5212126655
235	3171	Party Production	1/29/2020 Email from Rehan Khan to Bill Gardner et al. Re: 1/30 JUUL Bi-Weekly Meeting Agenda	Gardner Exhibit 272	5212126644	5212126644
236	3170	Party Production	1/5/2019 Email from Murray Garnick to Todd Walker et al. Re: FDA action items/Juul coordination		ALGA0006946998	ALGA0006947000
237	3169	Party Production	12/28/2018 Email from Jennifer Hunter to Todd Walker et al. Re: Gottlieb comments		ALGAT0004045731	ALGAT0004045734
238	3168	Party Production	Myers, D. Preliminary Observations of JUUL Aerosol Characteristics. January 2018.		JLI00551141	JLI00551141
239	3166	Party Production	Juul BATTERY Component Tracker 2015-2018		ALGAT0001159672	ALGAT0001159672
240	3165	Party Production	JUUL Vs. MTXL AM_aerosol density_power profile		ALGAT0002729499	ALGAT0002729502
241	3164	Misc.	Premarket Tobacco Product Applications for Electronic Nicotine Delivery Systems. Guidance for Industry. June 2019.			
242	3163	Misc.	CDC. Niosh Health Hazard Evaluation Report. HETA #2001-0474-2943 American Pop Corn Company Sioux City, Iowa. July 2004			
243	3162	Party Production	8/8/2019 Email from Kevin Burns to Kevin Crosthwaite Re: {Unverified} Regulatory guidance on JUUL proposed inhalation studies.		JLI01403311	JLI01403313
244	3161	Party Production	1/26/2017 Email from William Gardner to Darren Desoi Re: RE: glyoxal and methyl glyoxal		ALGAT0002740850	ALGAT0002740851
245	3160	Party Production	PMTA - h-1-1-4-quantitative-risk-assessment - Table of Contents		JLI20002582	JLI20002655

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
246	3159	Deposition Exhibit	Summary of Public Health Implications of Raising the Minimum Age of Legal Access of Tobacco Products-The National Academies Press-2015.	Cohen Exhibit 26072	JLI700081245	JLI700081257
247	3158	Deposition Exhibit	Shutterstock Image Event_169 https://tobacco-img.stanford.edu/wp-content/uploads/pods/juul/juul-events/event_169.jpg	Wakefield Exhibit 7		
248	3157	Party Production	Project Tree Documentation October 2018. Perella Weinberg Partners		ALGAT0005034059	ALGAT0005034113
249	3156	Deposition Exhibit	Powerpoint demonstrative with Camel and JUUL ads	Monsees Exhibit 45077		
250	3155	Party Production	PMI Research & Development: JUUL Reverse Engineering (July 2015)		ALGAT0000026337	ALGAT0000026337
251	3154	Party Production	Pinney Associates Draft Proposal - Considerations and Recommendation Re: Pinney Associates	Cohen Exhibit 26024 Rouag Exhibit 6165	JLI10862079	JLI10862083
252	3153	Party Production	NuMark Innovations: Competitive Products Characterization (November 2017)	Flora Exhibit 283	ALGAT0001159723	ALGAT0001159753
253	3152	Deposition Exhibit	msweenz Instagram photos (9 posts)	Wakefield Exhibit 28		
254	3151	Deposition Exhibit	msweenz Instagram photos (3 posts)	Wakefield Exhibit 15		
255	3150	Party Production	JUUL Pod and Battery Assembly - 2017 Design		ALGAT0000989083	ALGAT0000989089
256	3149	Deposition Exhibit	JUUL media messaging	Cohen Exhibit 26052	INREJUUL_00441325	INREJUUL_00441326
257	3148	Deposition Exhibit	Hoyoung Huh - Economic Benefit	Huh Exhibit 28023		
258	3147	Party Production	Altria Presentation: JUUL Overview - June 2018		ALGAT0005045576	ALGAT0005045576
259	3146	Party Production	Altria Group, Inc. - Unanimous Written Consent in Lieu of a Meeting of the Compensation Committee of the Board of Directors		5186243212	5186243217
260	3143	Party Production	9/21/2018 Letter from Jose Murillo to Scott Gottlieb Re: Detailed Summary of Nu Mark's Business Practices		ALGAT0004043035	ALGAT0004043035
261	3142	Misc.	9/19/2019 Juul Labs Consumer Update - Company News			
262	3141	Deposition Exhibit	8/28/2018 Email from Kevin Burns to Steve Hong RE: Re: Flavor Naming	Gould Exhibit 46	INREJUUL_00288811	INREJUUL_00288814
263	3140	Deposition Exhibit	8/16/2007 Martellaro, J. BW: Apple Masters Teen Marketing. The Mac Observer. https://www.macobserver.com/article/2007/08/16.11.shtml	Cohen Exhibit 26040		
264	3139	Misc.	8/13/2019 Unruh, Julie - Lake County Files Lawsuit Against Juul https://wgntv.com/news/lake-county-files-lawsuit-against-juul/			

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
265	3138	Party Production	8/12/2016 PaxLabs Briefing - Juul Experience Premium Vapor: Strategic Considerations	Cohen Exhibit 26007	JLI00511053	JLI00511085
266	3137	Deposition Exhibit	8/1/2017 Email from Riaz Valani to Zach Frankel Re: Fwd: Pratham Bay Area Guide	Valani Exhibit 40109	MDL_RV0015944	MDL_RV0015945
267	3136	Misc.	6/27/2017 Gottlieb, Scott. Protecting American Families: Comprehensive Approach to Nicotine and Tobacco. https://www.fda.gov/news-events/speeches-fda-officials/protecting-american-families-comprehensive-approach-nicotine-and-tobacco-06282017			
268	3135	Deposition Exhibit	6/18/2015 Email from Sarah Richardson to Greg Damus Re: Re: billboard creative	Richardson Exhibit 5044	JLI00226535	JLI00226540
269	3134	Deposition Exhibit	4/22/2016 Email from Kisha Fowler to Pascal Fernandez Re: Draft CMI Business Updates	Blaylock Exhibit 1703	ALGAT0000849303	ALGAT0000849308
270	3133	Party Production	2/15/2018 Email from Paul Mehoudar to Concetta Carbonaro RE: CH-1401 update		JLI11557399	
271	3132	Deposition Exhibit	11/6/18 BOD Presentation: Doors	Monsees Exhibit Slide 82		
272	3131	Party Production	10/25/2018 Email from William Moss to Howard Willard et al. Re: RE: A Message from Howard Willard: Harm Reduction and Underage Use of E-Vapor		ALGAT0003365996	ALGAT0003365998
273	3130	Party Production	10/2/2018 Email from Jennifer Hunter to Jody Begley Re: FW: News Round-Up - Juul		ALGAT0003449871	ALGAT0003449873
274	3129	Party Production	1/4/2019 Email from Todd Walker to Murray Garnick et al. Re: Phone call		ALGAT0004046158	ALGAT0004046159
275	3128	Deposition Exhibit	Demonstrative - Sales During Vaporized	Monsees Exhibit Slide 42		
276	3127	Party Production	JUUL Mission - Business Development - v23.pptx		JLI11964576	JLI11964576
277	3126	Party Production	JUUL Mission - Policy		JLI01095344	JLI01095344
278	3125	Party Production	JUUL's Mission Presentation to Investors		JLI11970034	JLI11970034
279	3124	Party Production	The JUUL Deck - McSam_V11_1e2w5FAxswQkrByCxYxpW2N_8PDXi9M9X.pptx		INREJUUL_00052954	INREJUUL_00052954
280	3123	Party Production	JUUL Labs Presentation with filename JUUL Mission AG - INTERNAL 12.04.18		JLI04808839	JLI04808839
281	3122	Party Production	JUUL Labs Presentation titled Company Overview & Business Update For Suppliers (December 2017)		JLI00907488	JLI00907488
282	3121	Party Production	HNB Presentation Re: IQOS and JUUL		JLI10308993	JLI10308993
283	3120	Party Production	JUUL Labs Presentation: JUUL Diligence Deck (October 2017)		JLI10277481	JLI10277481
284	3119	Party Production	JUUL Labs Presentation: JUUL Simply Satisfying		JLI03875164	JLI03875164

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
285	3118	Party Production	JUUL Labs Presentation: JUUL Overview (September 2017)		JLI10277581	JLI10277581
286	3117	Party Production	12/14/2015 Updated PAX Labs, Inc. Executive Biographies		JLI05670058	JLI05670058
287	3116	Party Production	5/26/2015 Pax Labs Press Release Draft: Pax Labs Raises \$47 Million in Series C Funding		JLI05660353	JLI05660354
288	3115	Party Production	11/3/2015 Leadership Team Meeting Dialogue		JLI05656949	JLI05656951
289	3114	Party Production	10/27/2016 Email Attachment - Brand Development Follow Up Notes		JLI05656036	JLI05656038
290	3113	Party Production	10/27/2016 Email from Lauryn Livengood to Tyler Goldman Re: Brand Development Updates		JLI05656034	JLI05656035
291	3112	Party Production	9/16/2016 Email from Richard Mumby to ashley@pax.com Re: PAX Era and PAX 3... - Something shorter like this is what I...		JLI03664175	JLI03664177
292	3111	Misc.	11/16/2017 'Juuling': The most widespread phenomenon you've never heard of. Beth Teitell Boston Globe			
293	3110	Misc.	Sernovitz, Andy. Word of Mouth Marketing: How Smart Companies Get People Talking. 2012			
294	3109	Party Production	7/26/2018 Juul Presentation: Board of Directors Discussion		JLI01104971	JLI01105107
295	3108	Misc.	11/15/2021 Peter Rossi Expert Report Figure 2: JUUL Share of ENDS Revenue for Top Brands in US			
296	3107	Misc.	7/23/2020 Bloomberg Article: Juul Quietly Revamped Its E-Cigarette, Risking the FDA's Rebuke			
297	3106	Party Production	7/20/2018 Juul Labs Presentation: Bebop Deep Dive PD/GS		JLI00556626	JLI00556649
298	3105	Misc.	Asteelflash Group Wikipedia Page			
299	3104	Misc.	9/30/2019 The New American Addiction - Time Magazine			
300	3103	Physical Item	JUUL Starter Kit			
301	3102	Misc.	Juulabs.com Newsroom - Our Founders' Story. 2/27/2019			
302	3099	Misc.	12/19/2018 Texas Medical Center YouTube Video titled "US Surgeon General Jerome Adams warns against e-cigarette use among youth"			
303	3098	Misc.	12/19/2018 TMC News Article titled: U.S. Surgeon General speaks at MD Anderson about the e-cigarette epidemic among American youth			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
304	3097	Misc.	6/15/2021 Truth Initiative article titled E-cigarettes: Facts, stats and regulations			
305	3096	Misc.	4/18/2018 Truth Initiative Press Release: JUUL e-cigarettes gain popularity among youth, but awareness of nicotine presence remains low			
306	3095	Misc.	Truth Initiative: E-Cigarettes Background (June 2021)			
307	3094	Misc.	CDC Document - E-cigarettes and Youth: What Educators and Coaches Need to Know			
308	3092	Party Production	Select rows from Launch Party Guest List Excel Spreadsheet		JLI05710997	JLI05710997
309	3091	Misc.	01/19/2016 WaybackMachine - Juulvapor.com			
310	3089	Misc.	03/29/2017 @BudgetedBrady on Twitter "@JUULvapor you out did yourself on the mango. 12/10 would hit again. #JUULGang https://twitter.com/BudgetedBrady/status/847225506248376323			
311	3088	Misc.	03/25/2017 @ninabelil on Twitter @JUULvapor vibin. https://twitter.com/ninabelil/status/845653848370937857			
312	3087	Misc.	CDC website, Epidemic Intelligence Service: Mays Shamount, MD, MPH "The New "Cool" in School: A Media Content Analysis of JUUL Use Among US Schools" https://www.cdc.gov/eis/conference/dpk/Analysis_of_JUUL_Use_Among_Schools.html#print			
313	3086	Misc.	Instagram Explore Page - #NYC https://www.instagram.com/explore/tags/nyc/			
314	3084	Misc.	6/19/2022 Mimi Sweeney @msweenz on Instagram Tampa Florida https://www.instagram.com/p/Ce-1uBzORv7/			
315	3082	Deposition Exhibit	COACD invitation to JUUL Launch Party	Wakefield Exhibit 1		
316	3081	Deposition Exhibit	06/05/2015 tabbywakes Instagram post "JUUL VAPOR x Tabby Time Promotional Sector @juulvapor"	Wakefield Exhibit 19		
317	3080	Deposition Exhibit	6/04/2015 @juulvapor comment to tabbywakes Instagram post "COACD invites you to JUUL Launch party"	Wakefield Exhibit 20		
318	3079	Deposition Exhibit	06/04/2015 TabbyWakes Instagram post "COACD invites you to JUUL Launch party"	Wakefield Exhibit 2		

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
319	3078	Deposition Exhibit	Compilation of JLI documents produced Launch party photos of Tabby and friends with call outs to names & ages	Wakefield Exhibit 4		
320	3077	Deposition Exhibit	Compilation of JLI documents produced Launch party photos of Tabby and friends	Wakefield Exhibit 3		
321	3076	Deposition Exhibit	Composite of Mimi Sweeney Instagram posts	Wakefield Exhibit 24		
322	3075	Misc.	10/06/2022 FDA News Release, New Data Show More Than 2.5 Million U.S. Youth Currently Use E-Cigarettes			
323	3074	Deposition Exhibit	05/07/2018 Email from Nora Walker to Mark Jones et al, Re. Twitter requests to age gate	Walker 646	JLI05134590	JLI05134591
324	3073	Physical Item	POP Strawberry Device			
325	3072	Physical Item	PHIX Pods			
326	3071	Physical Item	PHIX Charger			
327	3070	Physical Item	HYPPE Bar Lush Ice			
328	3069	Physical Item	blu Disposable device			
329	3068	Physical Item	my blu Intense pods			
330	3067	Physical Item	Vuse Original Alto Rich Tobacco pods			
331	3066	Physical Item	Vuse SOLO Cartridges			
332	3065	Physical Item	Vuse SOLO Vapor E-Cig Power Unit Kit			
333	3064	Misc.	03/06/2020 Searcy L, Tobacco/E-cigarettes and Vaping A Youth Public Health Emergency			
334	3063	Party Production	6/5/2017 Email from Riaz Valani to MOM (Semin Valani)		MDL_RV0015989	MDL_RV00159991
335	3062	Party Production	9/11/2018 Email from Riaz Valani to Semin Valani		MDL_RV0003640	MDL_RV0003647
336	3061	Party Production	2/20/2018 Email from Riaz Valani to Semin Valani et al Re 2017215v8 Q42017 Investor Update.pdf;ATT00001.text		MDL_RV0005574	MDL_RV0005581
337	3057	Deposition Exhibit	Kiosk video	Richardson 5034		
338	3056	Misc.	Bella Hadid Instagram page			
339	3055	Misc.	Truth Initiative Behind The Explosive Growth of Juul, December 2018			
340	3053	Misc.	8/30/1978 Lorillard Memo from T.L. Achey to Curtis Judge Re Product Information		3990695747 (legacy)	3990695748 (legacy)
341	3052	Misc.	Vice magazine, Vol. 22 No. 7			
342	3051	Party Production	Vaporized Promotion Video		JLI00359421	JLI00359421
343	3050	Party Production	Truth Initiative - Behind the Explosive Growth of Juul: Social Influences and Flavors Drive Rising Teen Use of the Top E-Cigarette		8032483658	8032483664
344	3049	Deposition Exhibit	Times Square Digital Billboard Animated GIF - JLI	Walker Exhibit 616		
345	3047	Party Production	Screenshots of JUUL's Summer Sizzler Video Advertisement	Mumby Exhibit 4099		
346	3046	Party Production	Sard Verbinen & Co, JUUL/Altria Deal: Media Coverage		JLI49238974	JLI49239054
347	3044	Party Production	Ploom: Marketing Code Slides		JLI00369005	JLI00369005
348	3042	Party Production	PaxLabs: Pax Product Board Review (May, 2017)		JLI40782624	JLI40782624

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
349	3041	Party Production	PaxLabs Events and Experiential Marketing: 2015 Recap	Kania Exhibit 21	JLI01049647	JLI01049707
350	3040	Misc.	NYTS 2021 Infographic - More than 2 million U.S. youth currently use e-cigarettes. CTP. https://digitalmedia.hhs.gov/tobacco/hosted/NYTS-2021-Final.pdf			
351	3039	Party Production	MO - Reiterate Outperform Rating & Q4 Tobacco Talk Survey Takeaways		JLI10507007	JLI10507053
352	3037	Party Production	Marketing Image: JUUL launch party		JLI00227401	JLI00227408
353	3036	Misc.	Lavito, A. Tobacco giant Altria takes 35% stake in Juul, valuing e-cigarette company at \$38 billion. CNBC. 12/20/2018			
354	3035	Misc.	LaVito, A. Altria has more to gain than lose in voluntarily pulling e-cigarette pods and most flavors, as FDA cracks down on teen use. October 2018			
355	3034	Misc.	Kaplan, S. et al. F.D.A. Seeks Restrictions on Teens' Access to Flavored E-Cigarettes and a Ban on Menthol Cigarettes. https://www.nytimes.com/2018/11/15/health/ecigarettes-fda-flavors-ban.html			
356	3033	Party Production	juul-vice-spread-Final. #SMOKING EVOLVED		JLI00226090	JLI00226090
357	3032	Party Production	JUULSamplingDeck_FINAL		INREJUUL_00096390	INREJUUL_00096408
358	3031	Party Production	Juul. Smoking Evolved. Simple, Smart and Intensely Satisfying. Build a better BUZZ, and the world will beat a path to your door.		JLI01040057	JLI01040058
359	3030	Party Production	JUUL Sales Data Appendices		JLI20004169	JLI20004169
360	3029	Party Production	Juul Promotional Image	Garvey Exhibit 2121 Harter Exhibit 317 Henderson Exhibit 174 Richardson Exhibit 5036	JLI01027122	JLI01027122
361	3028	Party Production	Juul Promotional Gif	Richardson Exhibit 5035		
362	3027	Misc.	Juul Presentation for School Districts			
363	3026	Party Production	Juul Pods Multipack Package		JLI00355470	JLI00355470
364	3025	Party Production	Juul Mango Poster		JLI01033361	JLI01033361
365	3024	Party Production	Juul Labs. Sales Offsite. February 2018		JLI00386958	JLI00387031
366	3022	Party Production	Juul Labs Project Apple (Flavor Exploration) April, 2018		INREJUUL_00029312	INREJUUL_00029312
367	3021	Party Production	Juul Labs PowerPoint titled Chemical Puff Profile of Priming Puffs: JUUL Preclinical	Myers Exhibit 1641	JLI04327129	JLI04327129
368	3020	Party Production	Juul Instagram Picture		JLI04549422	JLI04549422
369	3019	Party Production	Juul Influencer Seeding Chart. GRXT		JLI00236267	JLI00236280
370	3018	Party Production	JUUL Influencer Recap 2017 Presentation		INREJUUL_00099530	INREJUUL_00099535

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
371	3017	Party Production	JUUL Elevate Staffing Product Knowledge Booklet		JLI00387455	JLI00387455
372	3016	Party Production	Juul Advertisement with #SmokingEvolved		JLI01024001	JLI01024001
373	3015	Party Production	Juul Advertisement Gif	Richardson Exhibit 5034		
374	3014	Party Production	Juul Advertisement Gif	Richardson Exhibit 5033		
375	3013	Party Production	JUUL - FDA Presentation - 0820.v1		JLI11504385	JLI11504385
376	3012	Misc.	Instagram #NYC https://www.instagram.com/explore/tags/nyc/			
377	3010	Misc.	Gtuzman, Z. Pitchbook. Juul Surpasses Facebook as fastest startup to reach decacorn status. Yahoo Finance.			
378	3008	Misc.	Galindo, Yadira. 1 million Youth became Daily Tobacco Users, Most Used JUUL E-cigarettes. UC San Diego Today. May 30, 2022, https://today.ucsd.edu/story/1-million-youth-became-daily-tobacco-users-most-used-juul-e-cigarettes#:~:text=More%20than%201%20million%20United,were%20vaping%20e%2Dcigarettes%20daily.			
379	3006	Party Production	Email from Shannon O'Connor to Matt David et al. Re: JUUL Media Coverage		JLI49238966	JLI49238973
380	3005	Party Production	1/4/2019 Email from Jennifer Kane to Phil Park et al. Re: FW: Truth Initiative Report: Behind The Explosive Growth of Juul		8032483657	
381	3004	Misc.	Desi.Rolle Instagram profile https://www.instagram.com/desi.rolle/			
382	3003	Party Production	Demonstrative - A Report of the Surgeon General Preventing Tobacco Use Among Youth and Young Adults. Page 3 and 12	Mumby Exhibit 4008	JLI70044541	JLI70044541
383	3002	Misc.	Danklin, B Vaporizer Comparison; Vaporizer Wizard 4/12/2015			
384	3001	Misc.	CNN. How Juul's plan to teach students about vaping went up in smoke. 11/3/2018 https://www.kbzk.com/cnn-health/2018/11/03/how-juuls-plan-to-teach-students-about-vaping-went-up-in-smoke/			
385	3000	Deposition Exhibit	Closeup of JUUL Vaporized Advertisement in Times Square, 2015	Richardson Exhibit 5034		
386	2999	Misc.	Chi Osse Biography New York City Council District 36 https://council.nyc.gov/district-36/			
387	2998	Party Production	Chart of Units Sold in North Carolina and United States between 6/1/15-9/30/19	Penland Exhibit 1	JLI04549017	JLI04549017
388	2997	Misc.	CDC. Youth and Tobacco Use. Youth use of tobacco products in any form is unsafe. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm#			
389	2996	Misc.	CDC. Gentzke, A., et al. MMWR Tobacco Product Use Among Middle and High School Students - United States, 2020			
390	2995	Misc.	CDC. 7 in 10 students who currently use tobacco used a flavored product. 2015			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
391	2994	Misc.	CDC Youth and Tobacco Use; Smoking and Tobacco Use			
392	2993	Misc.	Bursztynsky, J. Juul's vaping products should be completely pulled off the market, says ex-FDA chief Gottlieb. 11/11/2019 CNBC. https://www.cnbc.com/2019/11/11/scott-gottlieb-juul-vaping-products-should-be-pulled-off-the-market.html			
393	2992	Misc.	Bowen Monsees video 2016-2019 PowerPoint			
394	2991	Party Production	BOD Update: Marketing. January 2015. Ploom		JLI11637955	JLI11637979
395	2989	Misc.	Bella Hadid Photo with Juul			
396	2988	Misc.	Bella Hadid Instagram			
397	2987	Party Production	Altria PowerPoint titled Strategy & Business Development: January 2018 BOD Update	Blaylock Exhibit 1755	ALGAT0005034998	ALGAT0005035016
398	2986	Party Production	Altria PowerPoint titled "Project Tree" September 2018		ALGAT0004318920	ALGAT0004318937
399	2985	Deposition Exhibit	9/3/2018 Email from Murray Garnick to Kevin Crosthwaite Re: plan B	Willard Exhibit 34	ALGAT0004283406	ALGAT0004283406
400	2984	Party Production	9/29/2015 Juul Labs Picture		JLI01044849	JLI01044849
401	2983	Misc.	9/22/2018 The Times article titled "Why teenagers are addicted to their Juuls - the iPhone of e-cigarettes"			
402	2982	Party Production	9/21/2018 Email from Christopher Boffi to Kevin Crosthwaite et al. Re: Project Tree - Draft Materials		ALGAT0004318919	ALGAT0004318919
403	2981	Misc.	9/12/2018 Statement Regarding Recent FDA Request from Kevin Burns, JUUL Labs Chief Executive Officer			
404	2980	Party Production	9/12/2018 Letter from the FDA to Kevin Burns		JLI00369735	JLI00369738
405	2979	Misc.	9/11/2019 FDA News Release: Trump Administration Combating Epidemic of Youth E-Cigarette Use with Plan to Clear Market of Unauthorized, Non-Tobacco-Flavored E-Cigarette Products			
406	2978	Party Production	9/11/2015 Image of Juul Ambassador	Cohen Exhibit 26060 Dunlap Exhibit 29026 Kania Exhibit 23 Latronica Exhibit 40010 Mumby Exhibit 4064 Richardson Exhibit 5019	JLI01044304	JLI01044304
407	2977	Misc.	8/21/2018 Wells Fargo - Nielsen: Tobacco All Channel Data Thru 8/11 - Cig Vol Decelerates			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
408	2976	Misc.	8/2/2018 JUUL Labs Submits Comments to the U.S. Food and Drug Administration Regarding the Regulation of Flavors in Tobacco Products			
409	2974	Party Production	7/9/2015 JUUL Sampling Deck		JLI00461566	JLI00461584
410	2973	Party Production	7/7/2017 Juul Facebook Post		JLI03846375	JLI03846375
411	2972	Party Production	7/7/2015 Email from Alexander Asseily to Riaz Valani Re: Update and call next week	Pritzker Exhibit 14043	MDL_AA0000368	MDL_AA0000371
412	2971	Party Production	7/5/2018 Email from Adam Bowen to Dan Myers Re: Design of Bears Follow Up (Project Cubs)		JLI04441197	JLI04441200
413	2970	Party Production	7/4/2018 Email from Scott Kabat to Ann Hoey et al Re: Updated Deutsch deck/plan		JLI00019444	
414	2969	Party Production	7/31/2018 Email from Brian Blaylock to Howard Willard Re: Project Tree - Value Creation	Blaylock Exhibit 40055	ALGAT0004205131	ALGAT0004205150
415	2967	Party Production	7/29/2015 ECigIntelligence: Pax has no qualms about Big Tobacco alliance	Pritzker Exhibit 14052	MDL_NP000664	MDL_NP000665
416	2966	Misc.	7/26/2018 WaybackMachine JUUL Website: Our Responsibility			
417	2965	Party Production	7/25/2019 JUUL Labs: Hearing Before the House Committee on Oversight and Reform Subcommittee on Economic and Consumer Policy		JLI41294982	JLI41294987
418	2964	Misc.	7/25/2019 James Monsees Testimony Transcript; Hearing Before the Subcommittee on Economic and Consumer Policy of the Committee on Oversight and Reform House of Representatives - Examining JUUL's Role in the Youth Nicotine Epidemic: Part II			
419	2963	Party Production	7/23/2015 Email from Richard Mumby to Adam Bowen et al. Re: JUUL Messaging Parameters for Board Review and Approval	Handelsman 7013		
420	2962	Misc.	7/19/2018 Juul Labs Newsroom: A Message to the JUUL Community			
421	2961	Party Production	7/16/2018 JUUL Labs Letter to the FDA Re: Advance Notice of Proposed Rulemaking: Tobacco Product Standard for Nicotine Level of Combusted Cigarette; Docket No. FDA-2017-N-6189		JLI04547201	JLI04547220
422	2960	Misc.	7/15/2019 Business World Online article titled: Find a problem you are passionate to solve: Startup tips from JUUL Labs founder, Adam Bowen			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
423	2959	Misc.	6/6/2018 JUUL Labs Launches Advertising Campaign Aimed At Raising Awareness and Combating Underage Use			
424	2958	Deposition Exhibit	6/5/2017 Email from Dinyar Devitre to William Gifford Re: Fwd: Introduction	Devitre Exhibit 31502	ALGAT0004332303	ALGAT0004332303
425	2957	Misc.	6/4/2020 WaybackMachine JUUL Website: Our Responsibility			
426	2956	Party Production	6/4/2015 Juul Twitter Post		JLI01296313	JLI01296313
427	2955	Party Production	6/4/2015 Juul Sampling Deck		INREJUUL_00096390	INREJUUL_00096408
428	2954	Party Production	6/28/2018 Deutsch JUUL Preventing Youth Juuling		JLI01061112	
429	2952	Party Production	6/19/2018 JUULvapor Tweet		JLI00684399	JLI00684399
430	2951	Party Production	6/17/2015 PaxLabs Board Meeting Presentation	Handelsman 7010		
431	2949	Misc.	6/15/2017 CDC: Youth tobacco product use, including e-cigarettes, drops during 2015-2016			
432	2948	Misc.	6/15/2009 Changes in Youth Smoking, 1976-2002: A Time-Series Analysis - PMC			
433	2947	Misc.	6/12/2014 CDC Newsroom: Cigarette smoking among U.S. high school students at lowest level in 22 years			
434	2943	Misc.	5/11/2019 Mimi Sweeney on Instagram #rollingloudmiami https://www.instagram.com/p/BxU-7J1Df3m/			
435	2942	Party Production	5/10/2021 Deposition Video of Adam Bowen		JLI70042129	JLI70042133
436	2941	Party Production	5/10/2021 Deposition Transcript of Adam Bowen		JLI70038270	JLI70038732
437	2940	Misc.	5/10/2016 Federal Register Re: Tobacco Products			
438	2939	Misc.	4/5/2020 WayBackMachine JUUL Website: Our Mission			
439	2938	Deposition Exhibit	4/30/2018 Insight Rooms JUUL Review	Valani Exhibit 40119	MDL_RV0012738	MDL_RV0012761
440	2937	Party Production	4/27/2015 Juul Vapor - Build a better BUZZ, and the world will beat a path to your door		JLI01040059	JLI01040060
441	2936	Misc.	4/26/2018 WayBackMachine JUUL Website: Our Mission			
442	2935	Party Production	4/26/2016 Altria Presentation titled E-Vapor Category and Nu Mark Business Update		ALGAT0000849307	ALGAT0000849307

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
443	2933	Deposition Exhibit	4/23/2018 Statement from FDA Commissioner Scott Gottlieb, M.D., on new enforcement actions and a Youth Tobacco Prevention Plan to stop youth use of, and access to, JUUL and other e-cigarettes	Garnick Exhibit 2366		
444	2932	Party Production	4/20/2018 Email and Attachment from Riaz Valani to nick@taocap.com Re: Fwd: Juul Review by Social Context	Frankel Exhibit 17784 Pritzker Exhibit 14108	MDL_RV0003986	MDL_RV0004011
445	2931	Party Production	4/13/2020 JUUL Labs Report titled Report, Comparison Product Testing	Bhat Exhibit 164	JLI20026431	JLI20026491
446	2930	Misc.	4/11/2019 WayBackMachine JUUL Website: Our Mission			
447	2929	Misc.	3/31/2021 WaybackMachine JUUL Labs Website			
448	2928	Party Production	3/27/2017 Email from Ashley Gould to Cassandra Bujarski Re: SVC - Follow-up	Goldman Exhibit 35016	JLI00158154	JLI00158165
449	2926	Party Production	2015 PaxLabs Marketing Update		JLI01046288	JLI01046288
450	2925	Party Production	2/6/2019 Letter from Scott Gottlieb to Howard Willard	Hunter Exhibit 17142 Willard Exhibit 48		
451	2924	Party Production	2/21/2019 CDC, VitalSigns: Tobacco Use By Youth is Rising	Arnett Exhibit 5	JLI700117502	JLI700117507
452	2923	Misc.	2/18/2019 Juul Labs Newsroom: Action Plan Update			
453	2922	Misc.	12/8/2017 KIRO7 Article titled 'Juuling': Vaping device that looks like USB drive popular with teens			
454	2921	Misc.	12/4/2017 NPR Article titled Teenagers Embrace JUUL, Saying It's Discreet Enough To Vape In Class			
455	2920	Misc.	12/20/2018 JUUL Statement About Altria Minority Investment and Service Agreements			
456	2919	Party Production	12/20/2018 Email from Gwendolyn Moy to Riaz Valani Re. Fwd: Clips- Juul Stake Sale		MDL_RV0029334	MDL_RV0029347
457	2918	Party Production	12/20/2018 Email from Flag Alerts on behalf of Flag Alerts to juulbreakdowns@flagmediaanalytics.com		JLI08066607	JLI08066637
458	2917	Party Production	12/19/2018 Excel Spreadsheet - Project Tree Cash Distribution (Final Board Approved)		JLI06801435	JLI06801435
459	2916	Party Production	12/12/2018 Greenleaf Health- Project Tree: Regulatory Review	Blaylock Exhibit 1735 Murillo Exhibit 50008	ALGAT0003768209	ALGAT0003768243
460	2915	Party Production	12/12/2014 Email from James Monsees to Scott Verner re: NSM Decks		JLI08790971	JLI08790971
461	2914	Misc.	11/5/2015 Rolling Stone magazine			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
462	2913	Misc.	11/19/2019 Los Angeles Times article titled Juul wanted to revolutionize vaping. It took a page from Tobacco's chemical formulas			
463	2912	Misc.	11/16/2017 Boston Globe Article titled 'Juuling': The most widespread phenomenon you've never heard of			
464	2911	Misc.	11/15/2018 FDA News Release: Results from 2018 National Youth Tobacco Survey show dramatic increase in e-cigarette use among youth over past year			
465	2910	Party Production	11/13/2018 JUUL Labs Action Plan - Message from Kevin Burns		JLI01413814	JLI01413821
466	2909	Party Production	11/10/2017 Altria Client Services: JUUL Story Presentation	Blaylock 1706		
467	2908	Misc.	10/9/2018 Yahoo!Finance article titled Juul surpasses Facebook as fastest startup to reach decacorn status			
468	2907	Misc.	10/31/2017 USA Today Article titled Juuling is popular with teens, but doctor sees a 'good chance' that It leads to smoking			
469	2906	Party Production	10/30/2018 Project Richard - Preliminary Due Diligence Document Request List	Blaylock Exhibit 2404	ALGAT0005466471	ALGAT0005466479
470	2905	Party Production	10/26/2015 Pax Labs, Inc. Minutes of a Meeting of the Board of Directors	Handelsman 7018		
471	2903	Party Production	10/25/2016 Email from Alexander Melone to Dima Martirosyan Re: JUUL email screenshots with attachment file name "JUUL_marketing_emails_with_SL1" JUUL Has Arrived - Redeem your discount today		JLI30185576	JLI30185658
472	2900	Party Production	10/12/2018 Altria Presentation: Preliminary Findings from 3-Wave PATH Youth Surveys (2013-2016)	Hunter 17144	ALGAT0003402128	ALGAT0003402128
473	2898	Deposition Exhibit	1/5/2019 Email from Todd Walker to Murray Garnick Re: Re: FDA action items/Juul coordination	Gifford Exhibit 31014	ALGAT0005452139	ALGAT0005452141
474	2897	Party Production	1/4/2019 Email from Jennifer Hunter to Todd Walker and Murray Garnick Re: Phone call	Hunter 17141	ALGAT0004055068	ALGAT0004055073
475	2896	Misc.	1/3/2019 truth initiative: What's behind the explosive growth of JUUL			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
476	2895	Party Production	1/29/2019 Email from Ann Hoey to Exec Team Re: JUUL Brand Standards Manual - Q1 Update		JLI05301429	JLI05301429
477	2894	Misc.	1/12/2016 JUUL Facebook Post with Orlando Bloom and Katy Perry			
478	2893	Party Production	07/07/2015 Email from Chelsea Kania to Tricia Murray		JLI00350854	JLI00350855
479	2892	Misc.	06/12/2019 Tweets from Scott Gottlieb, MD THREAD: Rising youth use of ecigs			
480	2891	Party Production	03/09/2021 Juul Labs PMTA Briefing, Massachusetts DPH, Erik Augustson, PhD, MPH		JLI49320636	JLI49320636
481	2890	Party Production	01/28/2019 Email from Bonnie Herzog to undisclosed - recipients Re. MO - Stop The Madness - Selloff In MO Overdone Based On Our Analysis - Q4 "Tobacco Talk" Survey Suggests		JLI10507005	JLI10507053
482	2889	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ Building 2021_ No Nulls_DC.xlsx			
483	2888	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2020_ No Nulls_DC.xlsx			
484	2887	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2019_ No Nulls_DC.xlsx			
485	2886	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2018_ No Nulls_DC.xlsx			
486	2885	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2017_ No Nulls_DC.xlsx			
487	2884	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2016_ No Nulls_DC.xlsx			
488	2883	Misc.	IRI Data: JUUL Labs, Inc Subpoena_ 2015_ No Nulls_DC.xlsx			
489	2882	Misc.	World Bank, Population, Total for United States, retrieved from FRED, Federal Reserve Bank of St. Louis (https://fred.stlouisfed.org/series/POPTOTUSA647NWDB)			
490	2881	Misc.	U.S. Department of the Treasury, "Daily Treasury Par Yield Curve Rates," January 25, 2022			
491	2880	Misc.	U.S. Census Bureau, "Annual Resident Population Estimates for States and Counties" (https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-counties-total.html)			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
492	2879	Misc.	U.S. Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers: All Items in U.S. City Average [CPIAUCSL], retrieved from FRED, Federal Reserve Bank of St. Louis (https://fred.stlouisfed.org/series/CPIAUCSL)			
493	2878	Misc.	NCES, "School District Boundaries" (https://nces.ed.gov/programs/edge/Geographic/DistrictBoundaries)			
494	2877	Misc.	National Center for Education Statistics (NCES), Elementary/Secondary Information System (EISI) (https://nces.ed.gov/ccd/elsi/)			
495	2876	Misc.	IQVIA National Prescription Audit (NPA) data			
496	2875	Misc.	Healthy Youth Survey (https://www.askhys.net/Analyzer)			
497	2873	Misc.	CDC, "High School Youth Risk Behavior Survey" (https://nccd.cdc.gov/youthonline/App/Default.aspx)			
498	2872	Misc.	Caltrans: California Department of Transportation, California Road System - Functional Classification (https://caltrans.maps.arcgis.com/apps/webappviewer/index.html?id=026e830c914c495797c969a3e5668538)			
499	2870	Misc.	University of Michigan, Monitoring the Future: Drug Use and Lifestyles of American Youth (MTF) (https://www.src.isr.umich.edu/projects/monitoring-the-future-drug-use-and-lifestyles-of-american-youth-mtf/)			
500	2869	Misc.	U.S. Census Bureau, "2010 ZCTA to Metropolitan and Micropolitan Statistical Areas Relationship File" (https://www2.census.gov/geo/docs/maps-data/data/rel/zcta_cbsa_rel_10.txt)			
501	2868	Misc.	U.S. Census Bureau, "Core-Based Statistical Areas" (https://www.census.gov/topics/housing/housing-patterns/about/core-based-statistical-areas.html).			
502	2866	Misc.	U.S. Bureau of Labor Statistics: Consumer price index, downloaded from the St. Louis Federal Reserve Bank's FRED database (https://fred.stlouisfed.org)			
503	2865	Misc.	Truth Initiative Schroeder Institute, Truth Longitudinal Cohort (https://truthinitiative.org/what-we-do/research-evaluation)			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
504	2864	Misc.	Orzechowski and Walker, "The Tax Burden on Tobacco, 1970-2019" (https://chronicdata.cdc.gov/Policy/The-Tax-Burden-on-Tobacco-1970-2019/7nwe-3aj9/data)			
505	2863	Misc.	Population Assessment of Tobacco and Health: https://pathstudyinfo.nih.gov/			
506	2862	Misc.	National Addiction & HIV Data Archive Program: Population Assessment of Tobacco and Health https://www.icpsr.umich.edu/web/NAHDAP/series/606			
507	2860	Misc.	International Tobacco Control Policy Evaluation Project, Survey data for the U.S. (https://itcproject.org/surveys/united-states-america/)			
508	2859	Misc.	FDA, Compliance Check Inspections of Tobacco Product Retailers, 2014-2019 (https://www.accessdata.fda.gov/scripts/oc/inspections/oc_e_insp_searching.cfm ; click "Export Data Excel by Fiscal Year")			
509	2858	Misc.	CDC, State Tobacco Activities Tracking and Evaluation (STATE) System (https://www.cdc.gov/statesystem/index.html)			
510	2857	Misc.	CDC, BRFSS Prevalence & Trends Data (https://www.cdc.gov/brfss/brfssprevalence/index.html)			
511	2856	Misc.	CDC, Behavioral Risk Factor Surveillance System (https://www.cdc.gov/brfss/index.html)			
512	2855	Misc.	CDC, Youth Behavioral Risk Surveillance System (https://www.cdc.gov/healthyyouth/data/yrbs/index.htm)			
513	2854	Misc.	CDC, National Youth Tobacco Survey https://www.cdc.gov/tobacco/data_statistics/surveys/nyts/index.htm)			
514	2853	Misc.	CDC, CDC STATE System E-Cigarette Legislation - Youth Access, last updated August 10, 2021 (https://chronicdata.cdc.gov/Legislation/CDC-STATE-System-E-Cigarette-Legislation-Youth-Acc/8zea-kwnt)			
515	2852	Misc.	CSP Daily News, "Top 202 Convenience Stores, 2020" (https://www.cspdailynews.com/top-202-convenience-stores-2020).			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
516	2851	Discovery Responses	STARS Measures and Retailer Data (JUUL 1-1-2020 to 3-31-2020)			
517	2850	Discovery Responses	STARS Measures and Retailer Data (JUUL 2019)			
518	2849	Discovery Responses	STARS Measures and Retailer Data (JUUL 2018)			
519	2848	Discovery Responses	STARS Measures and Retailer Data (JUUL 2017)			
520	2847	Discovery Responses	STARS Measures and Retailer Data (JUUL 6-13-2015 to 12-31-2016)			
521	2837	Misc.	Office of the Surgeon General. Preventing Tobacco Use Among Youth, Surgeon General fact sheet. 2017 (https://www.hhs.gov/surgeongeneral/reports-and-publications/tobacco/preventing-youth-tobacco-use-factsheet/index.html).			
522	2836	Misc.	Truth Initiative. Dangerous loopholes: Young e-cigarette users report swapping products as vaping policies change. 2020 (https://truthinitiative.org/research-resources/emerging-tobacco-products/dangerous-loopholes-young-e-cigarette-users-report)			
523	2829	Misc.	NIDA. Monitoring the Future 2016 Results. 2016 (https://archives.drugabuse.gov/trendsstatistics/monitoring-future-2016-survey-results)			
524	2825	Misc.	CDC. 2019 National Youth Tobacco Survey Codebook. 2019 (https://www.cdc.gov/tobacco/data_statistics/surveys/nyts/data/index.html).			
525	2823	Misc.	Truth Initiative. Tobacco and the Environment. 2021 (https://truthinitiative.org/researchresources/harmful-effects-tobacco/tobacco-and-environment)			
526	2822	Misc.	CDC. Economic Trends in Tobacco. 2021 (https://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.htm)			
527	2812	Misc.	NYTS, 2019 Questionnaire			
528	2811	Misc.	American Heart Association (AHA), "New CDC/FDA data show sharp increase in youth use of disposable ecigarettes," September 9, 2020 (https://newsroom.heart.org/news/new-cdc-fda-data-show-sharp-increase-in-youth-use-of-disposable-e-cigarettes)			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
529	2810	Misc.	FDA, "Youth Tobacco Use: Results from the National Youth Tobacco Survey," content current as of December 22, 2020 (https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-resultsnational-youth-tobacco-survey)			
530	2809	Misc.	Surgeon General, op. cit. (2016), Appendix 2.2, p. A2.2-4 (https://www.cdc.gov/tobacco/data_statistics/sgre-cigarettes/pdfs/2016_SGR_App_2-2_508.pdf)			
531	2808	Misc.	FDA, "PATH Study Findings Give Insight into Flavored Tobacco, Health Effects of E-Cigarettes, and Adult Use of Cigars and Hookah," current as of May 1, 2020 (https://www.fda.gov/tobacco-products/research/path-study-findings-give-insight-flavored-tobacco-health-effects-e-cigarettes-and-adult-use-cigars)			
532	2807	Misc.	CDC, "Surgeon General's Advisory on E-cigarette Use Among Youth," April 9, 2019 (https://www.cdc.gov/tobacco/basic_information/e-cigarettes/surgeon-general-advisory/index.html)			
533	2806	Misc.	U.S. Centers for Disease Control and Prevention (CDC), "Principles of Epidemiology in Public Health Practice," 3rd ed., Lesson 1, Section 11 (https://www.cdc.gov/csels/dsepd/ss1978/lesson1/section11.html)			
534	2805	Misc.	CDC, "YRBSS Results" (https://www.cdc.gov/healthyyouth/data/yrbs/results.htm)			
535	2804	Misc.	ELSI_excel_export_6377559123168052308614.xlsx			
536	2803	Misc.	San Francisco Department of Health, "Flavored Tobacco" (https://www.sfdph.org/dph/EH/Tobacco/flavoredtobacco.asp) Tobacco Control, 2021, 30(2)			
537	2802	Party Production	Population-Level Health Impact Model Report		JLI20135989	JLI20136189
538	2801	Party Production	Premarket Tobacco Product Application (PMTA), H.2.3 - Youth Behavioral Studies and Analyses		JLI20003227	JLI20003330
539	2800	Party Production	Retailer Sell-Through US - Cover Page, All Outlets		JLI11842969	JLI11842991
540	2798	Party Production	Retailer Sell-Through US - Cover Page, All Outlets		JLI05447213	JLI05447235
541	2797	Party Production	IRI Weekly Retailer Sell-Through US - Sales, All Outlets		JLI04180074	JLI04180093
542	2796	Party Production	Full US 2015-2019 - Net Revenue and Units Spreadsheet		JLI01504764	JLI01504764
543	2795	Party Production	Statement of Work #15		JLI01426146	JLI01426150

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
544	2794	Party Production	Statement of Work #23		JLI01426141	JLI01426145
545	2793	Party Production	Statement of Work #22		JLI01426135	JLI01426140
546	2792	Party Production	Statement of Work #21		JLI01426130	JLI01426134
547	2791	Party Production	Statement of Work #20		JLI01426125	JLI01426129
548	2790	Party Production	Statement of Work #19		JLI01426119	JLI01426124
549	2789	Party Production	Statement of Work #26		JLI01339988	JLI01339991
550	2788	Party Production	Statement of Work #12		JLI01339976	JLI01339979
551	2787	Party Production	Statement of Work #25		JLI01339943	JLI01339954
552	2786	Party Production	12/15/2017 Juul Labs: JUUL Business Overview Presentation		JLI01053210	JLI01053210
553	2784	Discovery Responses	STARS Item Data (JUUL)			
554	2783	Party Production	3/00/2019 Altria Presentation: AGDC JUUL Scope of Work Summary & Impact		ALGAT0002940950	ALGAT0002940950
555	2782	Party Production	11/19/2019 Altria Presentation: AGDC/JUUL 2020 SOW Planning Session		9564430635	9564430653
556	2781	Party Production	Document from Alexandra McGuire (AGDC) Re: March Blitz - Stores to Invoice.xlsx		9563858310	9563856177
557	2780	Party Production	Document from Alexandra McGuire (AGDC) Re: May Blitz - Stores to Invoice.xlsx		9563856960	9563858309
558	2779	Party Production	3/9/2018 Email from updates@juul.definersconsole.com to gar@juul.com Re: Print Alert. ABC San Francisco - SF Students Say JUUL Vaporizer Easy to Use at School		JLI46306712	JLI46306713
559	2778	Party Production	7/15/2019 Email from Cult Collective to Juul Support with Attachment: JUUL-Class-Action-Complaint-Only.pdf; United States District Court Northern District of California - Jul 10 2019 - 2-13PM.pdf		JLI02287356	JLI02287356
560	2772	Party Production	JUUL E-Cig Executive Report 2.4.18.xlsx JUUL E-Cig Audit 2/3/2018		JLI03633778	JLI03633778
561	2771	Party Production	8/14/2014 Email from Sarah Richardson to Chelsea Kania Re: juul notes 1		JLI03601177	JLI03601177
562	2770	Party Production	2019 Year End Data - JLI		JLI01298989	JLI01298989
563	2769	Party Production	6/13/2019 Letter from James Zelenay to Jessica Mar in response to CA OAG's Investigative ROGS dated 5/10/2019		JLI01417621	JLI01417678
564	2768	Party Production	6/4/2020 Program Update Timeline and Impact_JLI Mystery Shop [Autosaved]		JLI02258084	JLI02258086

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
565	2767	Party Production	JUUL Labs Retailer Compliance - Commercial Training - Employee Training for US Commercial Teams on Mystery Shop Enforcement		JLI02258107	JLI02258152
566	2766	Party Production	Multi-State Retailer Lookup - JLI		JLI01426151	JLI01426151
567	2765	Party Production	7/15/2019 JLI - Action Plan 3rd Quarterly Update Cover Letter		JLI01148887	JLI01148895
568	2764	Party Production	Juul Labs Youth Prevention Initiatives Update March 2019		JLI06903763	JLI06903814
569	2763	Party Production	Juul Schedule Details- 12.4 Updated_Q418_Radio		JLI45217788	JLI45217788
570	2762	Party Production	10/30/2018 JuulVapor Instagram Archive		JLI00546454	JLI00547157
571	2760	Party Production	6/28/2018 Internal JUUL Labs, Inc. analysis Re: CSUR Simple Breakdown		JLI09801983	JLI09801985
572	2759	Party Production	10/26/2017 Email from Tami Crabtree to Christopher Russell Re: RE: Final protocol		JLI11578972	JLI11578977
573	2758	Party Production	4/6/2018 Email from Christopher Russell to Ziad Rouag and Neil McKeganey Re: JUUL Switch Rate		JLI31624715	JLI31624716
574	2757	Party Production	4/10/2018 Study 1A Protocol: Effect of the JUUL ENDS on Adult Cigarette Smoking		JLI00154613	JLI00154636
575	2756	Party Production	4/13/2018 JUUL Labs, Inc. Primary Clinical Study Report, "A Cross-Sectional Online Survey Assessment of the Effect of Using JUUL Products on Combustible Cigarette Use in a Random Sample of Active Purchasers of JUUL Products"		JLI20105060	JLI20105115
576	2755	Party Production	6/4/2018 Email from Ziad Rouag to Neil McKeganey Re: Re:		JLI11575741	JLI11575742
577	2754	Party Production	6/11/2018 Email from Christopher Russell to Itai Turbahn Re: Re: Potential fraud in 2A		JLI11570132	JLI11570135
578	2753	Party Production	6/14/2018 Email from Ashley Gould to Kevin Burns Re: Re: Re:		JLI40248360	JLI40248362
579	2752	Party Production	7/5/2018 Email from Christopher Russell to Ben Adeyi Re: Re: Study 1C Slides		JLI51151279	JLI51151286
580	2751	Party Production	8/6/2018 Email from Neil McKeganey to Josh Vose Re: Re: Re:		JLI00600154	JLI00600156

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
581	2749	Party Production	4/17/2018 Email from Christopher Russell to Norman Huang Re: Re: Criteria for Classifying Smoking Status Groups		JLI11566010	JLI11566012
582	2748	Misc.	11/7/2019 CNN Article, "Juul stops sales of mint-flavored pods"			
583	2746	Party Production	November 2018 Altria Project Tree Presentation		ALGAT0003495242	ALGAT0003495242
584	2745	Party Production	12/4/2018 JUUL Labs, Inc. Project Tree Navigation Console Spreadsheet		ALGAT0002832865	ALGAT0002832865
585	2744	Party Production	April 2018 JUUL Labs, Inc. Project Apple (Flavor Exploration) presentation		JLI00660963	JLI00661105
586	2742	Party Production	9/15/2017 Email from Clive Bates to April Meyers et al Re: Info note: meeting to discuss FDA announcements and what next		JLI11197010	JLI11197016
587	2741	Party Production	12/7/2015 Third Amended Operating Agreement of Avail Vapor LLC		ALGAT0004991524	ALGAT0004991600
588	2740	Party Production	12/7/2015 Investment Agreement between Altria Ventures, Inc. and Avail Vapor, LLC		ALGAT0004991436	ALGAT0004991460
589	2739	Misc.	5/10/2016 81 Fed. Reg. 28,974-01, 28977			
590	2738	Misc.	Mitch Zeller, FDA CTP, Electronic Cigarettes and the Public Health: A Public Workshop (March 9-10, 2015).			
591	2737	Party Production	3/10/2015 Email from Gal Cohen to Nik Modi Re: Re: Checking in ahead of Tobacco Talk		JLI08052154	JLI08052156
592	2736	Misc.	TCA Sec. 907, 21 U.S.C. § 387g(a)(1)(A)			
593	2735	Misc.	9/18/2020 Centers for Disease Control and Prevention, "Racial and Ethnic Disparities in Fetal Deaths - United States, 2015-2017"			
594	2734	Party Production	2/26/2020 JUUL Consumables Worksession Presentation		JLI06531190	JLI06531190
595	2733	Misc.	11/7/2019 New York Times Article, "Juul Ends E-Cigarette Sales of Mint-Flavored Pods"			
596	2732	Misc.	3/19/2019 CNBC Article, "Altria shares fall after FDA's Gottlieb describes 'difficult' meeting on Juul"			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
597	2731	Party Production	12/16/2018 Email from Nicholas Pritzker to Howard Willard et al Re: {Unverified} Today's call		ALGAT0006535161	ALGAT0006535161
598	2730	Party Production	12/14/2018 Email from Nicholas Pritzker to Howard Willard Re: {Unverified} Calls tomorrow and Sunday		ALGAT0006535137	ALGAT0006535137
599	2728	Party Production	12/11/2018 Email from Nicholas Pritzker to Howard Willard Re: {Unverified} Language and call		ALGAT0006535130	ALGAT0006535130
600	2727	Party Production	7/30/2018 Email from Nicholas Pritzker to Howard Willard Re: 0AF5EBC6-432E-4494-8DD9-5961A44633B8		ALGAT0004204757	ALGAT0004204757
601	2726	Party Production	7/9/2018 Email from Nicholas Pritzker to Howard Willard and Riaz Valani Re: Re: Friday		ALGAT0006535114	ALGAT0006535114
602	2725	Party Production	5/22/2018 Email from Nicholas Pritzker to Howard Willard et al Re: Re: Check In		ALGAT0006535125	ALGAT0006535126
603	2724	Party Production	5/3/2018 Email from Nicholas Pritzker to Howard Willard et al Re: Re: Letter and Follow Up Meeting		ALGAT0006535111	ALGAT0006535111
604	2723	Party Production	4/19/2018 Email from Nicholas Pritzker to Howard Willard et al Re: Re: Call tomorrow.		ALGAT0006535103	ALGAT0006535103
605	2722	Party Production	4/14/2018 Email from Nicholas Pritzker to Howard Willard Re: Re: Follow Up Discussion		ALGAT0003365499	ALGAT0003365500
606	2721	Party Production	4/8/2018 Email from Nicholas Pritzker to Howard Willard and William Gifford Re: Thanks!		ALGAT0006535098	ALGAT0006535098
607	2720	Party Production	3/26/2018 Email from Nicholas Pritzker to Howard Willard Re: Re: Talk?		ALGAT0006166494	ALGAT0006166495
608	2719	Party Production	3/2/2018 Email from Howard Willard to Nicholas Pritzker Re: RE: Phone Call		MDL_RV0017122	MDL_RV0017122
609	2718	Party Production	10/25/2017 Email from James Xu to Robyn Gougelet et al Re: RE: US Vape Policy meeting		AVAIL00000878	AVAIL00000879
610	2717	Party Production	10/24/2017 Email from Jordan Brehove to Bob Robbins Re: Avail meeting thoughts and DC travel logistics		JLI10348247	JLI10348248
611	2716	Deposition Exhibit	10/24/2017 Email from Robyn Gougelet to Alex Clark et al Re: RE: US Vape Policy meeting	Gould Exhibit 59 Xu Exhibit 10004	JLI700061449	JLI700061449
612	2715	Party Production	2015 Avail Electronic Cigarette Trend Survey		AVAIL00000880	AVAIL00000911

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
613	2712	Party Production	10/10/2016 Tragon Project Taste Survey Results		INREJUUL_00077941	INREJUUL_00077941
614	2711	Party Production	January 2018 JUUL Labs, Inc. Presentation, "Equity Overview"		INREJUUL_00086594	INREJUUL_00086594
615	2709	Party Production	12/18/2018 JUUL Report, "Neutral Red Uptake (NRU) Assay to Test the Cytotoxicity of Aerosol Generated from E-Cigarettes"		JLI00744372	JLI00744389
616	2708	Party Production	10/13/2018 JUUL Labs, Inc. Draft Listing 16.1 Inclusion/Exclusion Criteria All Subjects		JLI00768722	JLI00769655
617	2707	Party Production	4/25/2018 Email from Chelsea Kania to Ash Casselman Re: Re: Flavors		JLI10442073	JLI10442080
618	2706	Party Production	7/18/2018 Email from Morgan Lundblad to Jeff Stewart Re: Re: Programming project update - 3% Retail Pilot		JLI11329533	JLI11329552
619	2705	Party Production	4/25/2018 Email from Amanda Mason to Chelsea Kania Re: Re: Flavors		JLI11392199	JLI11392206
620	2701	Party Production	9/18/2018 Altria Presentation, "E-vapor Product Appeal Among Tobacco Users and Non-users and the Role of Flavor in Tobacco Hard Reduction"		ALGAT0002683827	ALGAT0002683827
621	2700	Party Production	2/20/2018 Altria Presentation, "JUUL Summary of ALCS Chemistry Data"		ALGAT0002752692	ALGAT0002752692
622	2699	Party Production	11/15/2018 Email from KC Crosthwaite to Murray Garnick Re: Re: Tree and timing		ALGAT0003440844	ALGAT0003440844
623	2698	Party Production	December 2018 Altria Presentation, "Strategy Update"		ALGAT0005525387	ALGAT0005525457
624	2697	Party Production	8/7/2017 Email from Steven Schroder to David Wise et al Re: Meeting with Avail		AVAIL00000164	AVAIL00000164
625	2696	Party Production	8/6/2018 Email from Tara Semb to Steven Schroder Re: FW: Closed System Weekly Sales Dashboard		AVAIL00000226; AVAIL00000228	AVAIL00000227; AVAIL00000228
626	2695	Party Production	12/13/2017 November 2017 Avail Management Package		AVAIL00000320; AVAIL00000322	AVAIL00000321; AVAIL00000349
627	2694	Party Production	7/16/2018 Avail, "Consent to Flavor Access"		AVAIL00000702	AVAIL00000703
628	2693	Party Production	10/25/2017 Email from James Xu to Robyn Gougelet et al Re. US Vape Policy meeting		AVAIL00000874; JLI31621119	AVAIL00000875; JLI31621120
629	2690	Party Production	6/5/2018 JUUL Presentation, "Unlocking value via Revenue Growth Management ("RGM") - Consumer Pricing Update		INREJUUL_00048730	INREJUUL_00048783

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
630	2689	Party Production	JUUL Presentation, "Findings from Establishment Registration and Product Listing Database"		INREJUUL_00049987	INREJUUL_00049987
631	2686	Party Production	8/1/2017 Email from Chris Castro to Chelsea Kania Re. new york draft plan		INREJUUL_00176699	INREJUUL_00176700
632	2682	Party Production	4/29/2015 Presentation, "Industry Commitment to Mitigating Youth Access"		JLI00069138	JLI00069138
633	2681	Party Production	5/29/2018 JUUL Presentation, "Unlocking value via Revenue Growth Management ("RGM")		JLI00119368	JLI00119405
634	2680	Party Production	2/9/2017 Pax Labs, Inc., Safety Data Sheet		JLI00239145	JLI00239148
635	2679	Party Production	7/2/2018 Email from Dimitrios Zisoulis to Joanna Engelke et al Re. Request for SEAC Review		JLI00523798	JLI00523799
636	2678	Party Production	5/26/2015 Email from Kevin Altman to David Adams et al Re. Meeting in DC Wednesday May 26, 2015		JLI08049613	JLI08049613
637	2677	Party Production	4/26/2015 Email from Kevin Altman to David Adams et al Re: Next E-Cig Access and Standards meeting this Wednesday, April 29, 2015		JLI08049978	JLI08049978
638	2676	Party Production	2/12/2018 Avail POS Slide		JLI10261418; JLI10261419	JLI10261418; JLI10261419
639	2675	Party Production	JUUL Labs, Inc. January 2018 Presentation on "Flavors & Strengths"		JLI10289349	JLI10289349
640	2674	Party Production	1/16/2018 JUUL Labs, Inc. Presentation, "Consumables Strategy + Roadmap"		JLI10289350	JLI10289350
641	2673	Party Production	Email from Bob Robbins to Jason Schwenck Re. 3% Performance in Avail and E-Comm		JLI10323397; JLI10323288	JLI10323404; JLI10323291
642	2672	Party Production	6/14/2018 Email from Bob Robbins to Maggie Gowen et al Re. FDA Flavor Ban Movement		JLI10332593	JLI10332593
643	2671	Party Production	9/1/2017 Email from Tim Danaher to Alex Cantwell Re. Key Takeaways from GTNF		JLI10625125	JLI10625127
644	2670	Party Production	9/20/2017 Text message from James Xu to Bob Robbins or Alex Cantwell		JLI10797718; AVAIL000000463; JLI11115108	JLI10797718; AVAIL000000464; JLI11115108
645	2669	Party Production	11/5/2018 JUUL Labs, Inc. Presentation, "3% Pilot Results – Incrementality vs. Cannibalization Analysis"		JLI11317407	JLI11317414

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
646	2666	Party Production	2/9/2018 Email from Nicholas Pritzker to Riaz Valani Re: flavors		MDL_NP003673	MDL_NP003673
647	2665	Misc.	2/16/2017 The Morning Buzz Tweet			
648	2664	Misc.	1/26/2017 The Morning Buzz Tweet			
649	2663	Misc.	1/30/2017 The Morning Buzz Tweet			
650	2662	Deposition Exhibit	7/13/2019 Kevin Burns, Former CEO of JUUL quote	Dunlap Exhibit 29029		
651	2659	Deposition Exhibit	3/20/2015 Email from Chelsea Kania to Augusta Tigrett	Valani Exhibit 40084	MDL2913_Mumby_0004822	MDL2913_Mumby_0004823
652	2658	Deposition Exhibit	3/31/2015 Email from Chelsea Kania to Augusta Tigrett	Valani Exhibit 40085	MDL2913_Mumby_0004816	MDL2913_Mumby_0004819
653	2657	Party Production	6/5/2019 Email from Riaz Valani to Ben Schwartz Re: Fwd: Facts Campaign		MDL_RV0038306	MDL_RV0038309
654	2656	Party Production	1/10/2019 Email from Nicholas Pritzker to Jeffrey Patt Re: Juul Advisors		MDL_RV0035592	MDL_RV0035594
655	2655	Party Production	11/19/2018 Email from Jacob Goldfield to Riaz Valani Re: Confidential - not for distribution - letter from AG Miller and other in public health to FDA		MDL_RV0035383	MDL_RV0035384
656	2654	Party Production	11/14/2018 Email from Jacob Goldfield to Riaz Valani Re: Gottlieb tweet		MDL_RV0035350	MDL_RV0035351
657	2653	Party Production	11/2/2018 Email from Daniel Cruise to Riaz Valani Re: TOP 5 communications questions		MDL_RV0035321	MDL_RV0035321
658	2652	Party Production	8/13/2018 Email from Gwendolyn Moy to Riaz Valani Re: FW: Clips - Juul		MDL_RV0035057	MDL_RV0035099
659	2651	Deposition Exhibit	6/13/2015 Email from Riaz Valani to Alexander Asseily and Zach Frankel Re: Fwd: Engadget article	Handelsman Exhibit 7007	MDL_RV0033770	MDL_RV0033770
660	2650	Party Production	11/27/2018 Riaz Valani Messaging Thread		MDL_RV0033414	MDL_RV0033420
661	2649	Party Production	11/7/2018 Riaz Valani Messaging Thread		MDL_RV0033397	MDL_RV0033401
662	2648	Party Production	9/21/2018 Riaz Valani Messaging Thread		MDL_RV0033362	MDL_RV0033366
663	2647	Party Production	11/21/2017 Email from Riaz Valani to Ben Schwartz Re: Fwd: Youth prevention overview for 4pm today		MDL_RV0027070	MDL_RV0027070
664	2645	Party Production	1/2/2018 Email from Riaz Valani to Ben Schwartz Re: Trying non-cigarette tobacco products raises odds teens try cigs later		MDL_RV0025016	MDL_RV0025018

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
665	2644	Party Production	10/28/2015 Email from Riaz Valani to Hank Handelsman et al. Re: Re: thoughts on pax financials	Huh Exhibit 28021 Handelsman Exhibit 7019	MDL_RV0021157	MDL_RV0021158
666	2643	Party Production	12/17/2018 Email from Nicholas Pritzker to Riaz Valani Re: SG update		MDL_RV0021130	MDL_RV0021130
667	2642	Party Production	10/13/2015 Email from Alexander Asseily to Nicholas Pritzker et al. Re: PAX planning	Huh Exhibit 28019 Frankel Exhibit 177779	MDL_RV0020985	MDL_RV0020985
668	2641	Party Production	10/30/2018 Riaz Valani Message to Nicholas Pritzker [Chat #152367]		MDL_RV0019499	MDL_RV0019499
669	2640	Party Production	4/16/2019 Email from rvalani@yahoo.com to +17182085513 RE: [Chat#23469]		MDL_RV0019139	MDL_RV0019139
670	2639	Party Production	9/15/2019 Email from KC Crosswaite to rvalani@yahoo.com Re: [Chat#1007]		MDL_RV0018701	MDL_RV0018701
671	2638	Party Production	10/17/2017 Email from Riaz Valani to Nicholas Pritzker Re: Meeting		MDL_RV0016264	MDL_RV0016267
672	2637	Party Production	6/20/2017 Email from Riaz Valani to William Gifford Re: Introduction		MDL_RV0016114	MDL_RV0016115
673	2636	Party Production	7/26/2017 Email from Riaz Valani to Zach Frankel Re: Fwd: Introduction		MDL_RV0015958	MDL_RV0015961
674	2635	Party Production	11/29/2018 Email from Riaz Valani to Zach Frankel Re: Fwd: Thoughts on a potential minority investment as reported in media		MDL_RV0011886	MDL_RV0011889
675	2634	Party Production	6/14/2019 Strategic Research Models		MDL_RV0011420	MDL_RV0011420
676	2633	Party Production	4/11/2019 Email from Ben Schwartz to Riaz Valani Re: Fed: Switch Network NH and ME Update		MDL_RV0011324	MDL_RV0011328
677	2632	Deposition Exhibit	6/26/2018 Email from Ben Schwartz to Riaz Valani Re: Fwd: Project Bears update	Valani Exhibit 40093	MDL_RV0009623	MDL_RV0009623
678	2631	Party Production	12/22/2018 Email from Riaz Valani to Nicholas Pritzker Re: Fwd:		MDL_RV0008818	MDL_RV0008818
679	2630	Party Production	11/29/2018 Email from Riaz Valani to Nicholas Pritzker et al. Re: Fwd: Thoughts on a potential minority investment as reported in media		MDL_RV0005590	MDL_RV0005598

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
680	2629	Party Production	6/24/2019 Email from Ben Schwartz to Nicholas Pritzker Re: [CA] LOS ANGELES TIMES: San Francisco's E-Cigarette Ban Isn't Just Bad Policy, It's Bad For Public Health		MDL_NP007595	MDL_NP007598
681	2628	Party Production	5/4/2018 Email from Ben Schwartz to Gwendolyn Moy et al. Re: Draft Q&A - for comment please		MDL_NP007105	MDL_NP007107
682	2627	Party Production	1/18/2015 Email from Nicholas Pritzker Re: Fwd: Slides for today		MDL_NP006713	MDL_NP006713
683	2626	Party Production	10/27/2015 Email from Nicholas Pritzker to Isaac Pritzker Re: Fwd: thoughts on pax financials		MDL_NP003994	MDL_NP003995
684	2625	Party Production	3/16/2015 Email from Nicholas Pritzker to Riaz Valani Re: Call		MDL_NP003925	MDL_NP003926
685	2624	Party Production	10/27/2015 Email from Alexander Asseily to Nicholas Pritzker et al. Re: thoughts on pax financials.		MDL_NP001653	MDL_NP001654
686	2623	Party Production	4/26/18 Email from Riaz Valani to Nick Pritzker Re: Richard meeting???		MDL_NP001067	MDL_NP001067
687	2622	Party Production	10/23/2015 Email from Hoyoung Huh to Bryan Stockdale Re: Meet Bryan Stockdale		MDL_HUH0000889	MDL_HUH0000891
688	2621	Party Production	12/14/2015 Email from Nicholas Pritzker to Hoyoung Huh Re: From james this morning		MDL_HUH0000833	MDL_HUH0000834
689	2620	Party Production	11/24/2015 Email from Scott Varner to Hoyoung Huh Re: Re: Sheetz October Sales		MDL_HUH0000825	MDL_HUH0000826
690	2619	Party Production	11/18/2015 Email from Riaz Valani to Hoyoung Huh		MDL_HUH0000818	MDL_HUH0000818
691	2618	Party Production	11/10/2015 Email from Bryan Stockdale to Hoyoung Huh Re: Bryan Stockdale Thoughts		MDL_HUH0000816	MDL_HUH0000817
692	2616	Party Production	10/2/2015 Email from Hank Handelsman to Hoyoung Huh Re: PAX Board proposed message/ your comments?	Huh Exhibit 28010	MDL_HUH0000775	MDL_HUH0000777
693	2615	Party Production	11/10/2015 Email from Hoyoung Huh to James Bailey Re: organizational update		MDL_HUH0000608	MDL_HUH0000609
694	2614	Party Production	5/22/2018 Letter from Hoyoung Huh to JUUL Labs UK		MDL_HUH0000584	MDL_HUH0000584
695	2612	Party Production	10/26/2015 Email from Nicholas Pritzker to Hoyoung Huh Re: Materials for discussion		MDL_HUH0000262	MDL_HUH0000264

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
696	2611	Party Production	10/6/2015 Email from Nicholas Pritzker to Riaz Valani et al. Re: Fwd: thanks - and follow up	Huh Exhibit 28016	MDL_HUH0000252	MDL_HUH0000258
697	2610	Party Production	8/15/2015 Email from Nicholas Pritzker to Hoyoung Huh Re: Fwd: <no subject>	Huh Exhibit 28008	MDL_HUH0000200	MDL_HUH0000201
698	2609	Party Production	8/13/2015 Email from Zach Frankel to Hoyoung Huh	Huh Exhibit 28007	MDL_HUH0000198	MDL_HUH0000199
699	2608	Party Production	8/4/2015 Email from Nicholas Pritzker to Riaz Valani Re: Re: Discussion with James	Huh Exhibit 28004	MDL_HUH0000197	MDL_HUH0000197
700	2607	Party Production	8/4/2015 Email from Riaz Valani to Nick Pritzker et al. Re: FW: JUUL	Huh Exhibit 28005	MDL_HUH0000191	MDL_HUH0000191
701	2606	Party Production	7/28/2015 Email from Nicholas Pritzker to Riaz Valani Re: Re: Pax/SPV follow-up		MDL_HUH0000188	MDL_HUH0000190
702	2605	Party Production	11/6/2017 Messaging Data Thread	Pritzker Exhibit 14092	MDL_HUH0000002	MDL_HUH0000002
703	2603	Party Production	12/6/2015 Email from Nick Pritzker to Hoyoung Huh Re: yearly spend v performance		MDL_AA0000521	MDL_AA0000522
704	2602	Party Production	12/6/2015 Email from Hoyoung Huh to Nicholas Pritzker et al. Re: Fwd: Vape shop analysis	Huh Exhibit 28022	MDL_AA0000481	MDL_AA0000481
705	2601	Party Production	10/1/2015 Email from Hoyoung Huh to Riaz Valani et al. Re: Re: PAX Board proposed message/ your comments?	Huh Exhibit 28013	MDL_AA0000424	MDL_AA0000425
706	2600	Party Production	11/29/2014 Email from Gal Cohen to Sarah Richardson Re: Fwd: E-Cigarettes Contain '10 Times More Carcinogens Than Regular Tobacco'		JLI80754002	JLI80754026
707	2599	Deposition Exhibit	7/14/2015 Email from Riaz Valani to Alexander Asseily Re: Paul Allen	Valani Exhibit 40094 Asseily Exhibit 11011	JLI70051641	JLI70051644
708	2598	Party Production	6/18/2018 Email from Riaz Valani to Peter Gross	Valani Exhibit PX2446	JLI70025508	JLI70025510
709	2597	Party Production	11/26/2018 Riaz Valani Message Thread	Valani Exhibit PX2413	JLI70025473	JLI70025474
710	2596	Party Production	10/5/2018 Email from Howard Willard to Riaz Valani and Nick Pritzker Re: Letter From Richard	Valani Exhibit 40114	JLI70025452	JLI70025454
711	2595	Party Production	6/1/2018 Email from Zach Frankel to Riaz Valani	Valani Exhibit PX2396	JLI70025448	JLI70025448
712	2594	Party Production	4/9/2018 Email from Nicholas Pritzker to Howard Willard Re: Thanks!	Valani Exhibit PX2299	JLI70025445	JLI70025445

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
713	2592	Party Production	4/29/2016 Minutes of a Special Meeting of the Board of Directors of Pax Labs, Inc.		JLI42786891	JLI42786891_0044
714	2591	Party Production	10/13/2018 Email from Jerry Masoudi to Nick Pritzker and Riaz Valani Re: Slides for call		JLI40912545	JLI40912545
715	2590	Party Production	10/5/2015 Minutes of the Regular Meeting of the Board of Directors of PAX Labs, Inc.		JLI40427346	JLI40427349
716	2589	Party Production	Dividend Model (Project Tree) 12/19/2018 (v18)		JLI11387060	JLI11387060
717	2588	Party Production	4/2/2018 Email from Ashley Gould to Riaz Valani Re: NYTimes: Devices to Quit Smoking Become the Devices Teenagers Can't Quit		JLI10530533	JLI10530533
718	2587	Party Production	12/11/2017 Email from Ben Schwartz to Riaz Valani Re: study: most people think nicotine is what's bad in cigs		JLI10265764	JLI10265764
719	2586	Party Production	1/8/2016 Pax Labs. 2016 Plan	Huh Exhibit 28020	JLI10242177	JLI10242188
720	2585	Party Production	11/19/2018 Email from Riaz Valani to Matt David Re: Re: [Juul Statement] [National] FAST COMPANY: How Juul, Founded On A Life-saving Mission, Became the Most Embattled Startup Of 2018		JLI08527388	JLI08527394
721	2584	Party Production	10/19/2015 Call Notes for Hoyoung Call	Huh Exhibit 28018	JLI08231961	JLI08231964
722	2583	Party Production	5/17/2019 Email from Tim Danaher to Vittal Kadapakkam et al. Re: RE: Convert / Team Loan Catch-Up		JLI06931022	JLI06931022
723	2582	Party Production	4/4/2015 Dunlap email to Adam Bowen cc BoD Re: <no subject>		JLI05155375	JLI05155377
724	2581	Party Production	11/29/2018 Email from Hoyoung Huh to Tim Danaher Re: Re: Sale of Juul shares		JLI01392241	JLI01392243
725	2580	Party Production	12/10/2015 Email from James Monsees to Hoyoung Huh Re: recommendations		JLI01363610	JLI01363611
726	2579	Party Production	5/23/2015 Email from Huh Hoyoung to James Monsees Re: Re: round done.	Huh Exhibit 28002	JLI01346287	JLI01346288
727	2577	Party Production	11/29/2016 Email from Tyler Goldman to Zach Frankel et al. Re: Fwd: Thoughts re: filling upper funnel		JLI00384191	JLI00384192
728	2576	Deposition Exhibit	9/21/2015 Email from James Monsees to Scott Dunlap Re: James re-entry download for you	Valani Exhibit 40096	JLI00206429	JLI00206432

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
729	2575	Party Production	11/2/2015 15-1102 Org Chart (1).pdf		JLI00166411	JLI00166412
730	2573	Party Production	8/14/2018 Juul Labs Presentation Business Update		JLI00143307	JLI00143307
731	2572	Party Production	9/22/2017 Riaz Valani Message to Zach Frankel et al. Re: [Chat #99478]		MDL_RV0019186	MDL_RV0019186
732	2571	Party Production	9/14/2017 Zach Frankel Message Re: [Chat #62656]		MDL_RV0020456	MDL_RV0020456
733	2570	Party Production	8/14/2015 Email from James Monsees to Hoyoung Huh et al. Re: <no subject>		JLI01369435	JLI01369436
734	2569	Party Production	8/12/2016 Pax Labs Board Dashboard Presentation		JLI00384464	JLI00384591
735	2568	Party Production	7/31/2015 Pax Labs Board Dashboard Presentation		MDL_NP000667	MDL_NP000680
736	2567	Party Production	7/3/2015 Pax Labs Board Dashboard Presentation		MDL_NP000548	MDL_NP000558
737	2566	Party Production	7/28/2017 Message from Zach Frankel to Riaz Valani Re: [Chat #99245]		MDL_RV0019183	MDL_RV0019183
738	2565	Party Production	7/28/2017 Message from Zach Frankel to Riaz Valani Re: [Chat #99238]		MDL_RV0019182	MDL_RV0019182
739	2564	Deposition Exhibit	6/17/2015 Pax Labs Board Dashboard Presentation	Pritzker Exhibit 14035	JLI00215979	JLI00216039
740	2563	Party Production	4/29/2015 Pax Labs Board Dashboard Presentation		MDL_NP000474	MDL_NP000483
741	2562	Party Production	3/20/2015 Pax Labs, Inc. Fourth Amended and Restated Voting Agreements		JLI01365706	JLI01365739
742	2561	Party Production	3/2/2018 Email from Augusta Tigrett to Riaz Valani Re: [Chat #119581]		MDL_RV0038766	MDL_RV0038766
743	2560	Party Production	2/22/2018 Juul Labs Presentation – 2018 AOP “Annual Operating Plan.”		JLI01104845	JLI01104924
744	2559	Party Production	12/4/2017 Email from Riaz Valani to Augusta Tigrett Re: Teenagers Say JUUL Is A Discreet Way To Vape In Class		MDL_RV0037569	MDL_RV0037569
745	2558	Party Production	12/18/2018 Messages between Devitre LLC & Riaz Valani	Valani Exhibit 40116	ALGAT0006492054	ALGAT0006492057
746	2557	Party Production	11/3/2017 Project Jericho: Preliminary Diligence Request List		INREJUUL_00327597	INREJUUL_00327603
747	2555	Party Production	10/19/2017 Riaz Valani message to Zach Frankel Re: [Chat #31250]		MDL_RV0019171	MDL_RV0019171

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
748	2554	Party Production	1/12/2016 Email from Adam Bowen to Riaz Valani Re: Katy Perry Juul		JLI20843167	JLI20843168
749	2553	Party Production	2016 Our History, Unlock the #PAXLIFE Innovating Vaporization		JLI80172200	JLI80172200
750	2552	Party Production	JUUL Labs Employee Guide		JLI50950135	JLI50950177
751	2551	Party Production	4/6/2015 Email from Sarah Richardson to Nicole Rodzen Re. 1 page on PLOOM cough cough I mean PAX Labs, Inc.		JLI05263400	JLI05263401
752	2550	Party Production	PAX Labs, A PAX Labs History, PAX.edu Training		JLI04778318	JLI04778318
753	2549	Party Production	9/20/2019 JUUL Product Advisor Training Content		JLI04320951	JLI04321063
754	2548	Party Production	JUUL Labs Ogilvy Brand Intro - Onboarding Draft Presentation - For Discussion Purposes Only		JLI04286784	JLI04286784
755	2547	Party Production	November 2018 JUUL Confidential Information Memorandum		JLI00998656	JLI00998766
756	2546	Party Production	About PAX Labs, Inc.		JLI00231749	JLI00231751
757	2545	Misc.	UX Magazine Staff (2014) Can Experience Design Make Tobacco Cool Again?			
758	2544	Party Production	Trend Of Underage Use Since JUUL Launch	Monsees Slide 59		
759	2543	Party Production	Sampling Juul	Morgan Exhibit D-3	JLI70018412	JLI70018430
760	2541	Party Production	Rubinstein ML (2018) Adolescent Exposure to Toxic Volatile Organic Chemicals From E-Cigarettes		JLI04548969	JLI04548979
761	2540	Misc.	Roose (2019) Juul's Convenient Smoke Screen			
762	2539	Party Production	PMTA Executive Summary Slide. 2.1 Statutory Requirements for Authorization	Monsees Slide 93		
763	2538	Party Production	Lights Camera Vapor		INREJUUL_00082237	INREJUUL_00082243
764	2537	Party Production	Lights Camera Vapor (JLI00468734)		JLI00468734	JLI00468754
765	2536	Misc.	Levy (2017) E-cigarette maker Juul is raising \$150 million after spinning out of vaping company			

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
766	2535	Misc.	Letter from Matthew Holman to NJOY LLC; David Graham RE Marketing Granted Orders			
767	2534	Misc.	LaVito (2018) Teens who try tobacco products that aren't cigarettes are twice as likely to try cigs a year later			
768	2533	Party Production	Juul Worst-Case Scenarios: Probability and Communications Planning		JLI47442437	JLI47442441
769	2532	Party Production	JUUL Training Manual		JLI00461585	JLI00461595
770	2530	Party Production	JUUL Sales And JUUL Core Ad Content Over Time	Monsees Slide 58		
771	2529	Party Production	JUUL NYC Q3 - Q4 Campaign Creative & Plan		JLI40344851	JLI40344867
772	2528	Party Production	JUUL Labs Congressional Investigation Topic List Questions		JLI08526710	JLI08526734
773	2527	Misc.	Juul Instagram Post - The freedom of a #JUULmoment. Jan. 25			
774	2526	Party Production	JUUL Brand Standards		JLI00218705	JLI00218734
775	2525	Misc.	Juul advertisement image			
776	2524	Party Production	Image 2 - COACD Invites you to - The JUUL Product Launch Party - From the Makers of PAX		JLI00355892	JLI00355892
777	2523	Misc.	Harris (2014) 29 States Seek Tighter E-Cigarette Regulations			
778	2522	Misc.	FDA Marketing Granted Orders - NJOY LLC			
779	2521	Party Production	Exhibit L. 5.9.2019 Letter to Norman E. Sharpless RE JUUL Marketing Claims of Smoking Cessation		JLI40050954	JLI40050969
780	2520	Deposition Exhibit	Disrupt San Francisco Video Interview of James Monsees	Monsees Exhibit 45105		
781	2519	Misc.	C-SPAN Monsees Hearing Before Congress			
782	2517	Party Production	Chemicals in JUUL Aerosol vs. Cigarettes	Monsees Exhibit Slide 20		
783	2516	Party Production	9/9/2010 Email from James Monsees to Brian lam et al. RE Ploom review		JLI42383952	JLI42383956
784	2515	Party Production	9/22/2016 Email from James Monsees to Alessandra Sabatelli Re: App talking'		JLI07928119	JLI07928123

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
785	2514	Party Production	8/7/2017 Email from Tyler Goldman to Adam Bowen; James Monsees Re: NYC Test Marketing		JLI10682594	JLI10682595
786	2513	Party Production	8/27/2018 Email from Riaz Valani to Augusta Tigrett Re: The New York Times JUUL Story		MDL_RV0001434	MDL_RV0001439
787	2512	Party Production	7/27/2015 Letter From Grit Creative Group LLC to Sarah Richardson, Re: Public Relations-Influencer Relations		JLI41863040	JLI41863042
788	2511	Party Production	7/17/2015 Email from James Monsees to Nicholas Pritzker et al. Re: The Future of E-Cigarettes in the World of Public Health		JLI45126537	JLI45126542
789	2510	Party Production	6/5/2015 Email from Kate Morgan to Douglas Perrett et al. Re: Attendance		JLI50434615	JLI50434617
790	2509	Party Production	6/5/2015 Email from BFA BOOKINGS to Sarah Richardson Re: JUNE 4th PLOOM EVENT		JLI00227888	JLI00227903
791	2508	Party Production	6/3/2015 Alyssa Pizer Management Invoice for Billboard usage for Marley Kate		JLI04504860	JLI04504860
792	2506	Party Production	6/11/2015 Email from Kate Morgan to Richard Mumby et al. Re: JUUL x COACD		JLI00218108	JLI00218108
793	2505	Party Production	5/6/2015 Email from Kate Morgan to Greg Damus Re: Art Requests		JLI03596588	JLI03596591
794	2504	Party Production	5/29/2015 Email from Kate Morgan to Douglas Perrett Re: Evite copy		JLI00468712	JLI00468714
795	2503	Party Production	5/27/2015 In RE NJoy, Inc. Consumer Class Action Litigation. Order Granting in Part and Denying in Part Defendant's Motion to Dismiss		JLI46396713	JLI46396755
796	2502	Party Production	5/26/2015 Email from Chelsea Kania to Kate Morgan Re: Marley Kate Usage		JLI03596305	JLI03596308
797	2501	Party Production	5/18/2015 Email from James Monsees to Richard Mumby Re: brand books - mktg		JLI00218683	JLI00218685
798	2500	Party Production	4/4/2018 Email from Kate Morgan to Chelsea Kania Re: Updated Seeding + JUUL Launch Party List		JLI04501958	JLI04501966
799	2499	Party Production	4/3/2018 Nielsen: Tobacco 'All Channel' 3.24 Marlboro Vol Declines Show Signs of Moderation		Archive00277535	Archive00277549

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
800	2498	Party Production	4/22/2006 Email from Adam Bowen to James Monsees Re: it continues		JLI46967578	JLI46967580
801	2497	Party Production	3/28/2018 Our Evening With blu. Takeaways From Imperial Brands' E-Cig Event		JLI00022708	JLI00022722
802	2495	Party Production	3/10/2009 Email from Adam Bowen to James Monsees Re: Ploom resources		JLI20722393	JLI20722399
803	2494	Party Production	12/9/2015 Email from James Monsees to Joby Pritzker et al. Re: Popcorn lung?!?		JLI07927639	JLI07927639
804	2493	Party Production	12/7/2015 PAXLABS Board Meeting		JLI08220514	JLI08220514
805	2492	Party Production	12/26/2017 Email from Bob Robbins to Kevin Burns et al. Re: Pod strength		JLI10533571	JLI10533573
806	2491	Party Production	12.11.2017 Email from James Monsees to Ashley Gould Re: Teen Vaping in Schools		JLI40326198	JLI40326201
807	2489	Misc.	10/20/2015 Juul Twitter Post - Share a #JUULmoment #JUUL #JUULvapor #VAPORIZED			
808	2488	Party Production	1/24/2019 Email from James Monsees to Steve Hong Re: Session'ing according to Rate of Use		JLI10303503	JLI10303504
809	2487	Party Production	1/22/2018 Juul Labs Strategy Discussion		MCKINSEY_00005348	MCKINSEY_00005366
810	2486	Party Production	1/11/2017 Email from James Monsees to Zach Frankel Re: Juul growth		JLI10301198	JLI10301198
811	2484	Party Production	Juul Build a Better Advertising	Morgan Exhibit 1221	JLI30184552	JLI30184552
812	2483	Party Production	4/15/2014 Email from Scott Ballin to rschyler@tnc.org et al. Re: Congressional Report - E-cigarettes and Youth		JLI02260720	JLI02260765
813	2482	Party Production	Juul pod packaging	Monsees Exhibit 9	JLI70041295	JLI70041295
814	2481	Party Production	Juul devise USB charger packaging		JLI01474052	JLI01474053
815	2480	Party Production	Juul devise USB charger packaging 2016		JLI01473996	JLI01473997
816	2479	Party Production	Juul packaging		INREJUUL_00442605	INREJUUL_00442605
817	2478	Party Production	Juul packaging		INREJUUL_00442604	INREJUUL_00442604

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
818	2476	Party Production	5/28/2015 Suris et al. Reasons to use e-cigarettes and associations with other substances among adolescents in Switzerland		JLI20014451	JLI20014455
819	2475	Party Production	August 2018 Methodology Report of the 2018 National Youth Tobacco Survey			
820	2474	Misc.	2017 Blu Warning Label			
821	2473	Party Production	11/14/2017 Email from Matt Bigliardi to Isaac Pritzker et al. Re: Tobacco - Nielsen Tobacco 'All Channel' Data Thru 11/4 - Cig Vol & Share Pressures Persist for Marlboro		MDL_NP000977	MDL_NP000978
822	2472	Misc.	6/25/2019 Board of Supervisors of the City and County of San Francisco Ordinance No. 122-19 [Health Code - Restricting the Sale, Manufacture, and Distribution of Tobacco Products, Including Electronic Cigarettes]			
823	2471	Misc.	7/6/2022 Joint motion to hold case in abeyance and withdraw motion to stay			
824	2470	Misc.	6/27/2022 JLI Redacted Emergency Motion for Stay pending review			
825	2469	Misc.	6/24/2022 Order granting administrative stay and setting brief schedule			
826	2468	Misc.	6/24/2022 JLI Redacted Emergency Motion for Temporary Stay			
827	2467	Misc.	6/24/2022 JLI Motion to Seal			
828	2466	Misc.	6/23/2022 JLI Public Petition for Review			
829	2465	Misc.	6/23/2022 FDA Denies Authorization to Market JUUL Products _FDA press release			
830	2464	Party Production	Juul Labs, Inc. Response to Deficiency Letter for PM0000864, PM0000872, PM0000874, PM0000876, PM0000878 - PM0000879		JLI60012628	JLI60012876
831	2462	Party Production	Transcript FDLI Pre-Market Tobacco Applications (PMTAs) Session		JLI49481576	JLI49481591
832	2461	Party Production	Premarket Tobacco Product Application (PMTA) Review Pathway		JLI09715539	JLI09715572
833	2460	Party Production	6/6/2019 Email from Matt David to kburns@juul.com Re: Fwd: [Juul Statement] [CA] SAN FRANCISCO CHRONICLE: Juul Vows To Stay In San Francisco Despite Crackdown on Vaping		JLI09240468	JLI9240469
834	2459	Deposition Exhibit Party Production	9/25/2018 Proprietary Survey Sheds Light on Duel Over JUUL. Deutsche Bank Research	Blaylock Exhibit 2407 Garnick 2322	ALGAT0004208772	ALGAT0004208806
835	2458	Deposition Exhibit	6/5/2015 Instagram Post by simon_ackerman Last nights Juul event with @msweenz #chelsea #NYC	Berger Exhibit 52010 Wakefield Exhibit 11		
836	2457	Party Production	JUUL Launch Party Photo - group at table		INREJUUL_00442665	INREJUUL_00442665
837	2455	Physical Item	Blu Device			

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
838	2454	Physical Item	Vuse Device			
839	2453	Physical Item	NJOY Device			
840	2452	Physical Item	PHIX Device			
841	2451	Physical Item	Puff Bar			
842	2450	Physical Item	Marlboro Reds Cigarettes			
843	2449	Physical Item	Marlboro Lights Cigarettes			
844	2448	Physical Item	Tank Vape Device			
845	2447	Physical Item	JUUL Device			
846	2446	Physical Item	JUUL pods			
847	2445	Misc.	Cohen. The Future of E-Cigarettes in the World of Public Health			
848	2444	Misc.	12/27/2018 Certain Cartridges for Electronic Nicotine Delivery Systems and Components Thereof: Institution of Investigation. 337-TA-1141			
849	2443	Party Production	4/11/2018 Email from Steven Schmid to Julie Henderson Re: Soter Teck Flysense Vaping Detector -- Call follow up		JLI00022785	JLI00022791
850	2442	Party Production	12/14/2017 Email from eric@juul.com to mike@juul.com et al. Re: Anti-vaping Beacon		JLI51323032	JLI51323032
851	2440	Party Production	12/4/2017 Calendar Entry by eric@juul.com Re: Anti-vaping Beacon		JLI51369598	JLI51369599
852	2439	Party Production	7/8/2020 Juul Labs, Inc. Premarket Tobacco Product Application		JLI20000123	JLI20000244
853	2438	Misc.	2016 Surgeon General Fact Sheet - E-Cigarette Use Among Youth and Young Adults			
854	2437	Misc.	CDC Office on Smoking and Health, "Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults," March 2019			
855	2436	Misc.	Menthol and Cigarettes Basic Information, October 5, 2021 - CDC			
856	2435	Misc.	Family Smoking Prevention and Tobacco Control & Federal Retirement Reform, July 22, 2009			
857	2434	Misc.	SAMHSA About Us Page, samsha.gov, October 5, 2010 - USDHHS			
858	2433	Misc.	U.S. v. Philip Morris, 449 F.Supp.2d 1 (D.D.C. Aug. 17, 2006)			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
859	2429	Misc.	6/23/2021 FDA Chief Ties E-Cigarette Maker to Nicotine Addiction in Kids, bloomberg.com			
860	2428	Party Production	3/28/2015 Email from Gal Cohen to Chenyue Xing and Adam Bowen Re: Fwd: "Tobacco derived toxins"		JLI04475295	JLI04475296
861	2427	Party Production	2/12/2016 Email from Chenyue Xing to R&D Re: Juul e-liquid carbonyls results and comparison to vapor results		JLI04470605	JLI04470606
862	2426	Party Production	3/2/2015 Email from Adam Bowen to Chelsea Kania Re: Please review JUUL draft B2C copy		JLI04475468	JLI04475470
863	2425	Party Production	2/23/2010 Ploom Executive Summary		JLI31504082	JLI31504087
864	2423	Party Production	4/8/2020 Premarket Tobacco Product Application Abuse Liability Assessment Report. Pinney Associates.		JLI20121824	JLI20122019
865	2422	Party Production	10/20/2016 Tragon: PAX Laboratories Inc. Qualitative and HUT Report		JLI00325749	JLI00325749
866	2421	Party Production	12/5/2019 Letter from Sidley Austin to the FTC Re: JUUL Labs, Inc., FTC Matter No. 1823173		JLI01417362	JLI01417387
867	2420	Party Production	10/00/2018 Juul: Brand Book		JLI11808262	JLI11808298
868	2419	Party Production	12/00/2017 Juul Labs: Mktg Overview for Kevin Burns		JLI00146917	JLI00146950
869	2417	Party Production	Tabby Wakefield Instagram post		Wakefield 026	Wakefield 026
870	2416	Party Production	Tabby Wakefield Instagram post		Wakefield 025	Wakefield 025
871	2413	Party Production	6/09/2015 Email from Douglas Perrett to Richard Mumby Re: Thank you!!!! ["coolest mother fuckers"]	Perrett Exhibit 47	JLI700127880	JLI700127880
872	2412	Party Production	6/4/2015 Instagram post coacd New faces of @juulvapor?!!		JLI700127859	JLI700127859
873	2403	Party Production	10/5/2018 Email from Jon Berrier to Markian Sawczuk Re: FW: Youth Prevention Idea		JLI41917383	JLI41917383
874	2395	Party Production	4/8/2018 Email from James Monsees to Kirk Phelps Re: Deck		JLI21420363	JLI21420377
875	2394	Party Production	4/9/2018 Email from Kirk Phelps to Julie Henderson Re: what vape detectors are actually out there?		JLI11500643	JLI11500645
876	2382	Party Production	10/16/2018 Email from Kate Morgan to Jennifer Gaspar Re: "RSVP Recap" [redacted] attaching final signed PAXLabs Grit "Agreement"		JLI05853566	JLI05853577

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
877	2381	Party Production	06/11/2015 Kate Morgan email to Sarah Richardson "RSVP Recap" attaching "FINAL RSVP LIST - Launch Party"		JLI05710994	JLI05710997
878	2379	Party Production	2/2/2015 Email from Chelsea Kania to Steven Baillie Re: Round 1 File Pull		JLI05218718	JLI05218777
879	2375	Party Production	10/23/2018 Google Alert email to Kate@juul.com		JLI03890276	JLI03890278
880	2373	Party Production	06/08/2015 Kate Morgan email to Steven Baillie Re: Data Collection Template - JUUL Launch Party - Invitation to edit attaching Launch Party list		JLI03656434	JLI03656439
881	2372	Party Production	The Vapors	Steven Baillie AG Ex 3	JLI03599308 JLI700060311	JLI03599309 JLI700060340
882	2369	Party Production	2015 Juul Ad Campaign "Vaporized"		JLI01423846	JLI01423936
883	2366	Party Production	4/10/2018 Email from Vittal Kadapakkam to Rebecca Thornton et al. Re: Spencer Stuart / JUUL - Board Intro Project		JLI01119404	JLI01119581
884	2364	Party Production	Photo from JUUL "Vaporized" Launch party" [James Monsees] [color]		JLI01026843	JLI01026843
885	2363	Party Production	Photo from JUUL "Vaporized" Launch party" [color]		JLI01026799	JLI01026799
886	2362	Party Production	Photo from JUUL "Vaporized" Launch party" [Sarah Richardson] [color]		JLI01026749	JLI01026749
887	2361	Party Production	Photo from JUUL "Vaporized" Launch party" [Sweeney & Borden] [color]	Wakefield Sworn Statement Exhibit 3	JLI01026748	JLI01026748
888	2360	Party Production	Photo from JUUL "Vaporized" Launch party" [Sweeney & Borden] [color]		JLI01026747	JLI01026747
889	2359	Party Production	06/04/2015 @JUULvapor Instagram post "Having way too much fun at the #JUUL launch party"		JLI00684321	JLI00684321
890	2354	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney] [black & white]	Wakefield Sworn Statement Exhibit 3	JLI00477806	JLI00477806
891	2351	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477794	JLI00477794
892	2350	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield group photo] [black & white]		JLI00477791	JLI00477791
893	2349	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney]	Wakefield Sworn Statement Exhibit 3	JLI00477785	JLI00477785

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
894	2348	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield]	Wakefield Sworn Statement Exhibit 3	JLI00477784	JLI00477784
895	2347	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield group photo]	Wakefield Sworn Statement Exhibit 3	JLI00477783	JLI00477783
896	2346	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden] [black & white]		JLI00477781	JLI00477781
897	2345	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]	Wakefield Sworn Statement Exhibit 3	JLI00477780	JLI00477780
898	2344	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]	Wakefield Sworn Statement Exhibit 3	JLI00477774	JLI00477774
899	2343	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield group photo]	Wakefield Sworn Statement Exhibit 3	JLI00477773	JLI00477773
900	2341	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477753	JLI00477753
901	2339	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield] [black & white]		JLI00477725	JLI00477725
902	2338	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield] [black & white]	Wakefield Sworn Statement Exhibit 3	JLI00477724	JLI00477724
903	2336	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477710	JLI00477710
904	2335	Party Production	Photo from JUUL "Vaporized" Launch party" [color]	Wakefield Sworn Statement Exhibit 3	JLI00477706	JLI00477706
905	2334	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477705	JLI00477705
906	2333	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477691	JLI00477691
907	2332	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477689	JLI00477689
908	2331	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield] [black & white]		JLI00477686	JLI00477686
909	2330	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden] [black & white]		JLI00477682	JLI00477682
910	2329	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden] [black & white]		JLI00477671	JLI00477671
911	2328	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden] [black & white]		JLI00477669	JLI00477669

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
912	2327	Party Production	Photo from JUUL "Vaporized" Launch party" [Wakefield group photo] [black & white]		JLI00477668	JLI00477668
913	2326	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477661	JLI00477661
914	2325	Party Production	Photo from JUUL "Vaporized" Launch party" [black & white]		JLI00477658	JLI00477658
915	2323	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden] [black & white]		JLI00477635	JLI00477635
916	2318	Party Production	05/30/2015 Kate Morgan email to Rich Levering Re: "Work in Progress on the deck" attaching JUUL Launch Party deck		JLI00468733	JLI00468754
917	2314	Party Production	06/11/2017 Email from Adam Bowen to Tyler Goldman Re: "research projects" attaching "2017-05-22 JUUL TPM comparisons"		JLI00382704	JLI00382723
918	2312	Party Production	04/17/2015 Email from Greg Dumas to Chelsea Kania, Lee Garvey Re: "JUUL: Social media post assets: Apr 20 - 29" attaching full suite of FB, TW and IG assets	Steven Baillie AG Ex 22	JLI00357422	JLI00357469
919	2311	Party Production	05/31/2015 Email from Kate Morgan to Chelsea Kania Fwd "Invites - COACD" attaching COACD JUUL Launch Party invitations from Douglas Perrett		JLI00355890	JLI00355895
920	2310	Party Production	07/01/2015 Chelsea Kania email to Lee Garvey, Ashley Marand, Spencer Pederson Re: "Party sosh posts" attaching re-post event photos from influencers [press event/Times Square]		JLI00351087	JLI00351099
921	2308	Party Production	05/21/2015 Sarah Richardson email to Augusta Tirett Fwd "JUUL NYC launch party invite" attaching Invitation and experience PowerPoint		JLI00227398	JLI00227428
922	2307	Party Production	2/25/2016 Spencer Pederson email to Dima Martirosyan, et al. Re: JUUL Drip Series Templates		JLI00208711	JLI00208800
923	2302	Party Production	Photo from JUUL "Vaporized" Launch party" [group photo]		INREJUUL_00448585	INREJUUL_00448585
924	2301	Party Production	Photo from JUUL "Vaporized" Launch party" [Nick Delgado]	Wakefield Sworn Statement Exhibit 3	INREJUUL_00442716	INREJUUL_00442716
925	2298	Party Production	Photo from JUUL "Vaporized" Launch party" [Mimi Sweeney, Lucy Borden]	Wakefield Sworn Statement Exhibit 3	INREJUUL_00442699	INREJUUL_00442699
926	2297	Party Production	Photo from JUUL "Vaporized" Launch party" [bar tenders]		INREJUUL_00442686	INREJUUL_00442686

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
927	2296	Party Production	Photo from JUUL "Vaporized" Launch party" [spans the room, attendees]		INREJUUL_00442679	INREJUUL_00442679
928	2295	Party Production	Photo from JUUL "Vaporized" Launch party" [spans the room, attendees]		INREJUUL_00442676	INREJUUL_00442676
929	2294	Party Production	Photo from JUUL "Vaporized" Launch party" [color]		INREJUUL_00442668	INREJUUL_00442668
930	2293	Party Production	Photo from JUUL "Vaporized" Launch party" [Wakefield group photo]	Wakefield Sworn Statement Exhibit 3	INREJUUL_00442661	INREJUUL_00442661
931	2292	Party Production	Photo from JUUL "Vaporized" Launch party" [Nick Delgado]		INREJUUL_00442658	INREJUUL_00442658
932	2291	Party Production	Photo from JUUL "Vaporized" Launch party" [Nick Delgado]		INREJUUL_00442656	INREJUUL_00442656
933	2290	Party Production	Photo from JUUL "Vaporized" Launch party" [Nick Delgado]	Wakefield Sworn Statement Exhibit 3	INREJUUL_00442653	INREJUUL_00442653
934	2289	Party Production	Photo from JUUL "Vaporized" Launch party" [Tabitha Wakefield]	Wakefield Sworn Statement Exhibit 3	INREJUUL_00442626	INREJUUL_00442626
935	2288	Party Production	Photo from JUUL "Vaporized" Launch party" [color]		INREJUUL_00442621	INREJUUL_00442621
936	2287	Party Production	Photo from JUUL "Vaporized" Launch party, party swag [JUUL phone cases]		INREJUUL_00442599	INREJUUL_00442599
937	2282	Misc.	Lumia Nocito Instagram account https://www.instagram.com/lumia.nocito/			
938	2281	Misc.	Chi Osse Instagram account https://www.instagram.com/chiosse/			
939	2280	Misc.	12/20/2021 Mimi Sweeney @msweenz on Instagram following Miami Beach, Florida https://www.instagram.com/p/CXto4tuFgu6/			
940	2279	Misc.	6/30/2021 Mimi Sweeney @msweenz on Instagram "kind of a throwback @farberrr" https://www.instagram.com/p/CQwX7ISla5M/			
941	2278	Misc.	10/12/2020 Mimi Sweeney @msweenz on Instagram "rain or shine" https://www.instagram.com/p/CGQemQul0SA/			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
942	2277	Misc.	10/23/2019 Mimi Sweeney @msweenz97 on Twitter "@JUULvapor I should be sponsored by now pls #JUUL #2015" https://twitter.com/msweenz97/status/1187019044731478017?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
943	2276	Misc.	10/16/2019 Mimi Sweeney @msweenz on Instagram "thanks @pandeyebordinate for capturing this weekend" https://www.instagram.com/p/B3swFudlcpN/			
944	2275	Misc.	9/25/2019 @tabbywakes on Twitter "WeWork, Ebay & Juul's CEO's stepped down meaning it's time to boss up" https://twitter.com/tabbywakes/status/1176930247318671360?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
945	2274	Misc.	6/22/2019 @alybournepeters on Twitter "FUCK. Do I buy another JUUL or take the L and quit smoking bad things??" https://twitter.com/alybournepeters/status/1142619754273918976?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
946	2273	Misc.	6/21/2019 @alybournepeters on Twitter "Guess the dumb bitch that plugged her brand new juul into the wall at a bar and left it there??!!!!" https://twitter.com/alybournepeters/status/1142099167994667008?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
947	2272	Misc.	5/31/2019 Mimi Sweeney @msweenz97 on Twitter "Don't ever drop your juul straight down on your toe when your feet are cold. I think I broke a toe." https://twitter.com/msweenz97/status/1134595471828279296?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
948	2271	Misc.	1/01/2019 @tabbywakes on Twitter "How many @JUULvapor were lost last night?" https://twitter.com/tabbywakes/status/1080245759596027906?s=11&t=WZK3kr4EJKt2q5vjmbfSA			
949	2270	Misc.	7/18/2018 Mimi Sweeney @msweenz on Instagram "keke cause insta wants to block these pics...smfh" https://www.instagram.com/p/BIXSBotUiP/			
950	2269	Misc.	11/28/2017 Mimi Sweeney @msweenz on Instagram following dellyventi https://www.instagram.com/p/BcD732HHI7U/			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
951	2268	Misc.	11/01/2017 Mimi Sweeney @msweenz on Instagram "hubba bubbas" https://www.instagram.com/p/Ba90X3InI48/			
952	2267	Misc.	10/11/2016 tabbywakes on Instagram "JUUL" https://www.instagram.com/p/BLcfK1gDns3/			
953	2266	Misc.	5/25/2016 Mimi Sweeney @msweenz on Instagram "summersixteen/lemonade mood" https://www.instagram.com/p/BF2JTt-ARwj/			
954	2265	Misc.	5/09/2016 Mimi Sweeny @msweenz on Instagram tagging @dylanrose @ems.marr @krayyla ["following TheGreatLawn"] https://www.instagram.com/p/BFMypP-AR0h/			
955	2263	Misc.	6/05/2015 @natoish on Instagram "last night at the @juulvapor launch party. Thanks for a fun event" https://tobacco.stanford.edu/pods/juul/juul- events/#collection-89			
956	2261	Misc.	6/05/2015 Mimi Sweeney @msweenz97 on Twitter "@JUULvapor" https://twitter.com/msweenz97/status/6068649357050511 37			
957	2260	Misc.	6/05/2015 Mimi Sweeney @msweenz on Instagram "Ma luvi @JUULvapor @simon_ackerman" https://www.instagram.com/p/3juXd8gRzZ/			
958	2259	Misc.	6/05/2015 Mimi Sweeney @msweenz on Instagram "@JUULvapor" https://www.instagram.com/p/3jcynSgRxq/			
959	2258	Misc.	6/04/2015 Mimi Sweeney @msweenz on Instagram "@Juulvapor #vaporized" https://www.instagram.com/p/3hzKdLAR2g/			
960	2253	Misc.	6/04/2015 COACD on Instagram "U MAD BRO" https://tobacco.stanford.edu/pods/juul/juul- events/#collection-76			
961	2252	Misc.	https://api.twitter.com/2/tweets/search/all			
962	2250	Misc.	Forbes 30 under 30 2021 featuring Avani Gregg https://www.forbes.com/30-under-30/2021/social-media/			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
963	2249	Misc.	"Where's My Juul??" On TikTok Full Tac & Lil Mariko account https://www.tiktok.com/music/Where's-My-Juul-6793915022381697026			
964	2248	Misc.	https://knowyourmeme.com/memes/wheres-my-juul?full=1&page=10819			
965	2247	Misc.	01/27/2021 DailyDot article "Teens are channeling their inner demon for TikTok's 'Where's my Juul' challenge" https://www.dailydot.com/unclick/wheres-my-juul-tiktok-challenge/			
966	2246	Misc.	04/02/2020 StayHipp article "Where's My JUUL? Trend on TikTok" https://stayhipp.com/news/wheres-my-juul-trend-on-tiktok/			
967	2245	Misc.	Mardi Barts on TikTok "Where's My Juul?? - Full Tac & Lil Mariko" https://www.tiktok.com/@mardibarts/video/6805301002447736069?referer_url=https%3A%2F%2Fwww.nylon.com%2Ftiktok-juul-makeup-trend&referer_video_id=6805301002447736069&refer=embedded			
968	2241	Misc.	https://wallaroomedia.com/blog/social-media/tiktok-statistics/			
969	2240	Misc.	11/13/2018 @JUULvapor Instagram account take down https://www.instagram.com/p/BqlaXe1n84N/			
970	2239	Misc.	10/10/2021 Parent Security "New Survey Reveals Teens Love Snapchat, Instagram and TikTok, While Treating Facebook and Twitter with Relative Disdain" https://parentsecurityonline.com/new-survey-reveals-teens-love-snapchat-instagram-and-tiktok-while-treating-facebook-and-twitter-with-relative-disdain-digital-information-world-socialmedia-children/			
971	2238	Misc.	12/15/2021 Marketing Charts "TikTok Reportedly Overtakes Instagram and Snapchat in Weekly Use Among US Gen Z" https://www.marketingcharts.com/demographics-and-audiences/teens-and-younger-119238			
972	2237	Misc.	04/26/2021 Marketing Charts "TikTok Neck and Neck with Snapchat Among Teens' Favorite Social Platforms" https://www.marketingcharts.com/demographics-and-audiences/teens-and-younger-116901			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
973	2232	Misc.	11/16/2015 Mimi Sweeney @msweenz97 on Twitter "Class of 2016" https://twitter.com/msweenz97/status/666322477761609729			
974	2231	Misc.	COACD Instagram post 06/04/2015	Garvey Exhibit 2138		
975	2221	Misc.	06/10/2016 Mimi Sweeney on Twitter @msweenz97 "Prom Queen" https://twitter.com/msweenz97/status/741293928314503168			
976	2219	Misc.	06/04/2015 Mimi Sweeney @msweenz on Instagram "@JUUL vapor" "@dylanrose we need the juul phone case" https://www.instagram.com/p/3hzn2pAR3V/			
977	2218	Misc.	06/04/2015 Mimi Sweeney @msweenz on Instagram "#JUULvapor" https://www.instagram.com/p/3h2g3AgR9T/			
978	2215	Misc.	06/06/2015 Nicholas Delgado @desi.rolle on Instagram "Nimbus Clouds" https://www.instagram.com/p/3mKsUlk2Ji/			
979	2214	Misc.	06/05/2015 Nicholas Delgado @desi.rolle on Instagram "I guess I'm a yung vape model @JUULvapor" https://www.instagram.com/p/3jPW5Kk2E/			
980	2201	Misc.	Tabitha Wakefield @tabbywakes Instagram https://www.instagram.com/tabbywakes/			
981	2200	Misc.	12/26/2019 CULTURED Magazine article on Tabitha Wakefield "Tabby Wakes Turns the Corner" https://www.culturedmag.com/article/2019/12/26/tabby-wakes-turns-the-corner			
982	2199	Misc.	06/18/2014 Tabitha Wakefield on Facebook Prom 2014 https://www.facebook.com/photo/?fbid=10204025466826772&set=pb.1526742882.-2207520000			
983	2198	Misc.	Tabby Wakes Facebook page https://www.facebook.com/tabbysleeps			
984	2195	Misc.	06/11/2015 Lucy Borden on Instagram "aye we made it #byehighschool!!!" https://www.instagram.com/p/3z6xEynJD6/			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
985	2194	Misc.	06/08/2016 Mimi Sweeney @msweenz on Instagram "you already @ocv_nyc" [Prom Queen] https://www.instagram.com/p/BGayF87ARyWoFpsJ62WhVJ/DJDvzACshFnB2RIQ0/			
986	2190	Misc.	06/05/2015 Lucy Borden on Instagram "@JUULvapor promo party" [photo of Mimi Sweeney] https://www.instagram.com/p/3iHYhnhJIH/			
987	2189	Misc.	06/05/2015 Mimi Sweeney @msweenz97 on Twitter "JUULvapor" and liked by @JUULvapor https://twitter.com/msweenz97/status/607026567638863873			
988	2188	Misc.	06/27/2016 Kate Hable on Instagram "Squad! Happy Graduation #UNHS #2016 #seniors #loveyou #onward!" [Mimi Sweeney in photo] https://www.instagram.com/p/BHKfYe7BpUo/			
989	2185	Misc.	08/27/2013 Huffington Post article "Not-So-Glam Model Pictures of Miranda Kerr and Kate Upton Make Us Feel Better - Is that bad?" https://www.huffingtonpost.co.uk/2013/08/27/miranda-kerr-before-she-became-famous_n_3821451.html			
990	2184	Misc.	02/05/2008 teenVOGUE article "Special Guest Blogger: Confessions of a Casting Director's Douglas Perrett!" https://www.teenvogue.com/story/special-guest-blogger-confessi			
991	2180	Misc.	Douglas Perrett Casting website https://www.douglasperrett.com/scouting			
992	2175	Misc.	Word of Mouth chart https://ars.els-cdn.com/content/image/1-s2.0-S0261517707001343-gr1.jpg			
993	2174	Misc.	SRITA JUUL events webpage https://tobacco.stanford.edu/pods/juul/juul-events/			
994	2172	Misc.	06/16/2015 Guest of a Guest Juul Event website "We Got #VAPORIZED: Inside The JUUL Launch Party" https://guestofaguest.com/new-york/events/we-got-vaporized-inside-the-juul-launch-party?slide=4			
995	2171	Misc.	Tabitha Wakefield @TabbyWakes Twitter account https://twitter.com/TabbyWakes			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
996	2170	Misc.	Mimi Sweeney Facebook "Miyagi Sweenz" account https://www.facebook.com/mimi.sweeney1?comment_id=Y29tbWVudDoxMDIwNDAYNTQ2NjgyNjc3MI8xMDIwNDAYNTY3MTUxMTg4OQ%3D%3D			
997	2169	Misc.	Mimi Sweeney @msweenz Instagram page https://www.instagram.com/msweenz/			
998	2168	Misc.	Mimi Sweeney Twitter account https://twitter.com/msweenz97			
999	2152	Party Production	12/19/2018 Project Tree - Cash Distribution Model		JLI01388029	JLI01388029
1000	2151	Misc.	Juul Labs. Health Effects			
1001	2150	Misc.	FDA. 2009. FDA Warns of Health Risks Posed by E-Cigarettes			
1002	2149	Party Production	1/4/2015 Email from Richard Mumby to Danna McKay Re: Re: Current draft of BOD materials		JLI04434759	JLI04434761
1003	2148	Party Production	IOM (Institute of Medicine). 2015. Public health implications of raising the minimum age of legal access to tobacco products. Washington, DC: The National Academies Press.		ALGAT0000168770	ALGAT0000169103
1004	2147	Deposition Exhibit	10/17/2017 Email from Nick Pritzker to Riaz Valani Re: Meeting	Frankel Exhibit 17791 Pritzker Exhibit 14091	MDL_RV0016394	MDL_RV0016398
1005	2146	Party Production	12/8/2018 Text message from Riaz Valani to Riaz Valani and Harry Clark Re: Chat #11640		MDL_RV0038379	MDL_RV0038379
1006	2145	Party Production	12/3/2018 Text message from Riaz Valani to Dinyar Devitre Re: Chat #44690		MDL_RV0020235	MDL_RV0020235
1007	2144	Party Production	11/18/2018 Text message from Riaz Valani to Adam Bowen et al. Re: Chat #85000		MDL_RV0038751	MDL_RV0038751
1008	2143	Party Production	10/31/2018 Text message from Kevin Burns to Riaz Valani Re: Chat #47296		MDL_RV0020345	MDL_RV0020345
1009	2141	Party Production	10/9/2018 Email from Kevin Burns to Jerry Masoudi et al. Re: Daily FDA update		JLI10519903	JLI10519903
1010	2140	Deposition Exhibit	10/05/2018 Letter from Howard Willard to Nicholas Pritzker et al. Re: Altria's investment in JUUL	Garnick Exhibit 2332 Blaylock Exhibit 1732, 1746 Devitre Exhibit 31516	ALGAT0004032616	ALGAT0004032617
1011	2138	Party Production	8/14/2018 Text message from Gwendolyn Moy to Riaz Valani Re: Fwd: Clips - Juul		MDL_RV0002724	MDL_RV0002724
1012	2137	Party Production	7/23/2018 Email from Kevin Burns to Nicholas Pritzker Re: Regulatory & Clinical update		JLI82238576	JLI82238577
1013	2136	Party Production	7/22/2018 Email from Kevin Burns to Ashley Gould Re: Ziad departure		JLI82238578	JLI82238578

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1014	2135	Deposition Exhibit	7/16/2018 Letter from JUUL Labs, Inc. to FDA Re: Advance Notice of Proposed Rulemaking: Regulation of Flavors in Tobacco Products; Docket No. FDA-2017-N-6565	Gould Exhibit 43	JLI42868179	JLI42868194
1015	2134	Party Production	5/10/2018 Text message from Kevin Burns to Riaz Valani and Nick Pritzker Re: Chat #18641		MDL_RV0038746	MDL_RV0038746
1016	2133	Party Production	4/24/2018 Citi Equities research article, "U.S. Tobacco: FDA Acts on Youth JUUL Use"		MDL_RV0038548	MDL_RV0038557
1017	2132	Party Production	3/20/2018 Text message from Riaz Valani to Adam Bowen et al. Re: Chat #84951		MDL_RV0038499	MDL_RV0038499
1018	2131	Party Production	2/26/2018 Text message from Zach Frankel to Riaz Valani et al. Re: Chat #99972		MDL_RV0038502	MDL_RV0038502
1019	2130	Party Production	2/22/2018 Email from R. Valani to Nick Pritzker et al. Re: Fwd: Full transcript...		JLI46413581	JLI46413596
1020	2129	Party Production	2/17/2018 Text message from Zach Frankel to Riaz Valani Re: Chat #34014		MDL_RV0038454	MDL_RV0038454
1021	2128	Party Production	2/6/2018 Text message from Zach Frankel to Riaz Valani Re: Chat #66444		MDL_RV0038962	MDL_RV0038962
1022	2127	Party Production	1/26/2018 Text message from Alexander Asseily to Riaz Valani Re: Chat #202259		MDL_RV0038888	MDL_RV0038889
1023	2126	Party Production	12/23/2017 Text message from Riaz Valani to Vittal Kadapakkam Re: Chat #20867		MDL_RV0045128	MDL_RV0045130
1024	2125	Party Production	12/4/2017 Wells Fargo Equity Research report on Altria Group, Inc.		MDL_RV0001760	MDL_RV0001788
1025	2124	Party Production	10/7/2017 Text message from Nick Pritzker to Riaz Valani et al. Re: Chat #99554		MDL_RV0019189	MDL_RV0019189
1026	2123	Party Production	9/14/2017 Text message from Zach Frankel to Riaz Valani Re: Chat #30023		MDL_RV0019167	MDL_RV0019167
1027	2121	Party Production	8/25/2017 Email from William Gifford to Nick Pritzker et al. Re: Friday, Aug. 25 mtg.		ALGAT0000082947	ALGAT0000082949
1028	2120	Party Production	8/23/2017 Text message from Riaz Valani to Zach Frankel Re: Chat #29617		MDL_RV0038450	MDL_RV0038450
1029	2119	Party Production	8/14/2017 Text message from Riaz Valani to Zach Frankel Re: Chat #61989		MDL_RV0020444	MDL_RV0020444
1030	2118	Deposition Exhibit	8/9/2017 Email from Riaz Valani to Nick Pritzker Re: <no subject>	Pritzker Exhibit 14088 Frankel Exhibit 17790	MDL_RV0015932	MDL_RV0015933
1031	2117	Party Production	8/4/2017 Text message from Zach Frankel to Riaz Valani Re: Chat #61731		MDL_RV0038952	MDL_RV0038952
1032	2116	Party Production	8/2/2017 Letter from Duff & Phelps to Timothy Danaher Re: JUUL Labs, Inc. Valuation of a Share of the Common Stock		JLI45136812	JLI45136878
1033	2115	Party Production	4/20/2017 Text message from Riaz Valani to Tyler Goldman, Nick Pritzker, and Zach Frankel Re: Chat #44278		MDL_RV0019232	MDL_RV0019232
1034	2114	Party Production	9/24/2015 Pax Labs Board of Directors Dashboard		MDL_RV0021712	MDL_RV0021728
1035	2108	Misc.	Federal Trade Commission Disclosures 101 for Social Media Influencers https://www.ftc.gov/businessguidance/resources/disclosures-101-social-media-influencers			
1036	2106	Misc.	United States Securities and Exchange Commission, Form 8-K, Altria Group, Inc., December 19, 2018.			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1037	2105	Party Production	3/27/2019 Excel Spreadsheet: JUUL Labs, Inc. Summary Cap Table PF as of 12/31/2018		JLI11623612	JLI11623612
1038	2104	Party Production	4/19/2019 U.S. Food and Drug Administration letter to Kevin Burns with establishment inspection report		JLI07066683	JLI07066706
1039	2103	Party Production	10/22/2018 Email from Tevi Troy to Kate Dickens Re: Applecart		JLI01139930	JLI01139931
1040	2102	Party Production	6/25/2019 Email from Murray Garnick to Howard Willard Re: FW: quick Juul update		ALGAT0005378305	ALGAT0005378305
1041	2101	Party Production	6/12/2019 Email from Murray Garnick to William Gifford Re: Fwd: draft list of concerns		ALGAT0003889099	ALGAT0003889100
1042	2099	Party Production	The Opportunity and Challenge Presentation		JLI00513149	JLI00513163
1043	2098	Party Production	Marketing Requirements Document New Flavor Introduction: Q4		INREJUUL_00044734	INREJUUL_00044741
1044	2097	Party Production	JuulVapor Instagram Post Re: Cool Mint Flavor		JLI00546938	JLI00546938
1045	2096	Party Production	JuulVapor Instagram Post Re: Brulee Flavor		JLI00546996	JLI00546996
1046	2094	Party Production	7/16/2018 Letter from Ashley Gould to Dockets Management Staff at the Food and Drug Administration Re: Advance Notice of Proposed Rulemaking: Regulation of Flavors in Tobacco Products; Docket No. FDA-2017-N-6565		JLI01148265	JLI01148280
1047	2090	Party Production	12/20/2018 Email from Kevin Crosthwaite to Tim Loftsgard Re: {Unverified} Fwd: Altria Makes \$12.8 Billion Minority Investment in JUUL to Accelerate Harm Reduction and Drive Growth		ALGAT0003490032	ALGAT0003490040
1048	2089	Party Production	1/29/2019 Email from William Stewart to Howard Willard et al. Re: FINAL Q4 Earnings Documents		ALGAT0004029004	ALGAT0004029058
1049	2088	Misc.	High School Youth Risk Behavior Survey Results from 1997-2019			
1050	2087	Party Production	5/28/2018 Email from Julie Henderson to Laurie Schultz and Paul Linde Re: Juul use in young teens	Henderson Exhibit 206	JLI00020792	JLI00020795
1051	2085	Party Production	6/15/2018 Letter from Kristin Koehler and William McConagha to Matthew Holman Re: FDA 04-2018 Section 904(b) Request to Juul Labs, Inc. for RD0000476		JLI01143553	JLI01143582
1052	2084	Party Production	9/25/2019 Email from David Fernandez to Todd Walker et al. Re: JUUL announcement		5185927880	5185927881
1053	2083	Misc.	7/11/2015 Email from Juul Re: Check out our JUUL events this Summer			
1054	2082	Party Production	7/11/2015 Email from JUUL to Rafael Re: Check out our JUUL events this Summer		JLI07783624	JLI07783625
1055	2081	Misc.	8/7/2015 JUUL Tweet			
1056	2080	Party Production	10/18/2016 Email from Ashley Marand to Chelsea Kania and Gal Cohen Re: Fwd: WCBS TV Here		INREJUUL_00178123	INREJUUL_00178124
1057	2079	Misc.	7/28/2017 JUULvapor Tweet			
1058	2078	Misc.	8/4/2017 JUULvapor Tweet			
1059	2077	Misc.	7/5/2017 JUULvapor Tweet			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1060	2076	Misc.	8/28/2017 JUULvapor Tweet			
1061	2074	Party Production	Juul Website Screenshots		JLI52785861	JLI52785871
1062	2073	Party Production	11/5/2018 Letter from Joanna Engelke to Dr. Portnoy Re: STN TC0003803 - Estimates of the Prevalence of Awareness and Use of JUUL E-cigarettes, E-cigarettes, and Combustible Cigarettes in a Nationally Representative Sample of U.S. Adolescents Aged 13-17 Years	Engelke Exhibit 2537	JLI00641120	JLI00641125
1063	2072	Party Production	7/13/2019 Email from Matt David to Kevin Burns Re: Fwd: CNBC: As Juul grapples with teen vaping 'epidemic,' CEO tells parents 'I'm sorry'		JLI11593507	JLI11593509
1064	2071	Party Production	8/27/2018 Email from Flag Alerts to Juul Alerts Re: [National] NEW YORK TIMES: Did Juul Lure Teenagers And Get 'Customers For Life'?		JLI11366279	JLI11366283
1065	2070	Party Production	11/16/2018 Email from Flag Alerts to Juul Alerts Re: [Juul Statement] [National] FORBES: The Disturbing Focus of Juul's Early Marketing Campaigns		JLI11364797	JLI11364799
1066	2069	Party Production	8/29/2019 Juul Labs Article titled: "Our Actions to Combat Underage Use"		JLI01414116	JLI01414119
1067	2068	Party Production	7/24/2018 Juul Labs Article titled: "Statement Regarding the Press Conference Held by the Massachusetts Attorney General"		JLI01413779	JLI01413784
1068	2067	Party Production	5/3/2018 Letter from Howard Willard to Kevin Burns	Pritzker Exhibit 14111	ALGAT0004031644	ALGAT0004031647
1069	2066	Party Production	Ploom Presentation: operating environment		JLI08058644	JLI08058644
1070	2065	Deposition Exhibit	10/07/2015 Email from Sarah Richardson to PaxLabs Re: Colbert clip	Richardson Exhibit 5052	JLI03570630	JLI03570630
1071	2064	Misc.	09/08/2022 Declaration of Madeline Cho			
1072	2063	Party Production	2015 Pax Labs Presentation: Outside Lands Activation		PAXMDL00130847	PAXMDL00130864
1073	2062	Misc.	01/20/2022 Camesheann Wakefield Sworn Statement			
1074	2061	Deposition Exhibit	2012 Surgeon General Report: Executive Summary	Richardson Exhibit 5005 Willard Exhibit 3 Harter Exhibit 306		
1075	2060	Party Production	03/12/2018 Because Presentation: Influencer Marketing		JLI00475310	JLI00475347
1076	2059	Party Production	05/20/2015 Email from Richard Mumby to Chelsea Kania et al. Re: Some Music Options for JUUL Party		JLI00218454	JLI00218458
1077	2058	Party Production	Chart of Blood Nicotine (ng/mL) relative to Time after first puff (min)		INREJUUL_00024437	INREJUUL_00024437

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1078	2056	Party Production	10/01/2014 Tragon Presentation: JUUL Web Survey Online Research		JLI00365176	JLI00365176
1079	2055	Party Production	2015 JUULPod Packaging: 4 pods multipack 5% strength		INREJUUL_00444332	INREJUUL_00444332
1080	2054	Party Production	07/18/2017 Email from Zach Frankel to Riaz Valani Re: Juul thoughts/plan (lets keep to ourselves for now + build doc to circulate based on it)		MDL_RV0027010	MDL_RV0027022
1081	2053	Party Production	10/06/2015 Email from Richard Mumby to Hoyoung Huh et al. Re: thanks - and follow up		JLI00214159	JLI00214159
1082	2049	Party Production	05/04/2018 Email from Ashley Gould to Adam Bowen Re: Review: Op-Ed to Submit to Washington Post (or another newspaper)		JLI10499253	JLI10499259
1083	2047	Party Production	04/21/2015 Pax Labs Press Release: Pax Labs, Inc. Introduces Revolutionary Technologies with Powerful E-Cigarette JUUL		JLI11033856	JLI11033857
1084	2046	Party Production	07/15/2017 Email from Ashley Gould to Chris Castro et al. Re: Company responses to Northwestern student		JLI40349449	JLI40349450
1085	2045	Party Production	07/11/2018 JUUL - Top Messaging and Tough Questions		JLI45500227	JLI45500241
1086	2044	Party Production	07/11/2018 Confidential Draft of Tough Q & A		JLI45500223	JLI45500226
1087	2043	Party Production	11/02/2017 SVC Presentation: Media and Presentation Training Overview		JLI06661406	JLI06661406
1088	2041	Party Production	07/12/2017 Email from Chelsea Kania to Kate Morgan Re: Testimonial Request - Family and Friends		JLI11015358	JLI11015362
1089	2040	Deposition Exhibit	05/23/2017 Email from Ashley Gould to Nicholas Pritzker et al. Re: Wireframes for corporate site - feedback requested	Pritzker Exhibit 14083	JLI01345258	JLI01345259
1090	2038	Party Production	08/31/2015 Email from James Monsees to Ralph Eschenbach Re: Board call Monday, 10am		JLI00380098	JLI00380104
1091	2036	Party Production	5/30/2018 Email from Kevin Burns to Ashley Gould Re: Fwd: Marketing materials		JLI45122739	JLI45122739
1092	2035	Party Production	5/31/2018 Email from Chelsea Kania to Ashley Lassiter et al. Re: Fwd: Instagram 21+ Age Gate		JLI43714614	JLI43714614
1093	2034	Party Production	3/4/2019 Email from Wesley Apel to Anthony Cook et al. Re: Social Media Meeting Recap MAR04		JLI43707736	JLI43707736
1094	2033	Party Production	6/21/2018 JUUL - Tough Questions for June Media Training		JLI42075549	JLI42075549_0012
1095	2032	Party Production	8/3/2015 Email from Richard Mumby to Scott Varner Re: Board update		JLI41800810	JLI41800810_0004
1096	2031	Party Production	9/14/2017 Email from Dane Johnson to Ashley Gould Re: Age Gate Instagram		JLI40204398	JLI40204398
1097	2030	Party Production	10/19/2017 Email from Adam Bowen to Chelsea Kania Re: percentages		JLI10503554	JLI10503555

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1098	2029	Party Production	4/24/2018 JUUL Influencer marketing Influencer marketing plan		JLI03624923	JLI03624924
1099	2028	Party Production	9/29/2015 Life is Beautiful Image		JLI01044846	JLI01044846
1100	2027	Party Production	8/14/2015 Email from Christopher Yang to Bryan Simon Re: YouTube Guidelines		JLI00485649	JLI00485651
1101	2026	Party Production	9/8/2015 Email from Christopher Yang to Bryan Simon Re: PAX 2		JLI00485582	JLI00485590
1102	2025	Party Production	7/30/2018 Email from Nora Walker to Matt David Re: Juul vs. cigs: additional visuals		JLI00142634	JLI00142638
1103	2022	Misc.	Teresa W. Wang et al., "Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2019," Morbidity and Mortality Weekly Report 68(12), 2019: 1-22, https://www.cdc.gov/mmwr/volumes/68/ss/pdfs/ss6812a1-H.pdf			
1104	2021	Misc.	Karen A. Cullen et al., "Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018," Morbidity and Mortality Weekly Report 67(16), 2018: 1276-1277, https://www.cdc.gov/mmwr/volumes/67/wr/mm6745a5.htm			
1105	2020	Misc.	MSD Public Safety Commission, "Initial Report Submitted to the Governor, Speaker of the House of Representatives and Senate President," (Florida Department of Law Enforcement, 2019), 32-47, http://www.fdle.state.fl.us/MSDHS/CommissionReport.pdf .			
1106	2018	Misc.	Truth Initiative, "A Classroom Crisis: How the Youth Vaping Epidemic is Impacting Teachers," (Washington, DC: Truth Initiative), 2020			
1107	2017	Misc.	Denisa R. Superville, D. R. "What the Youth Vaping Epidemic Costs Schools," Edweek, 2019, https://www.edweek.org/leadership/what-the-youth-vaping-epidemic-costs-schools/2019/12			
1108	2016	Party Production	2/5/2018 Email from Bruce Harter to June Eassa Re: JUULs & Intervention		JLI00385645	JLI00385645

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1109	2015	Party Production	1/29/2018 Email from Bruce Harter to Rinda Bartley Re: Update		JLI00385775	JLI00385777
1110	2013	Party Production	12/8/2017 Email from Bryan White to Sam Anderson et al. Re: Youth anti-vaping beacon		JLI08181049	JLI08181049
1111	2012	Misc.	JUULLABS.com Website. https://www.juullabs.com/			
1112	2010	Party Production	4/26/2018 JUUL Labs McKinsey & Company, Inc. Contract		INREJUUL_00439344	INREJUUL_00439345
1113	2009	Party Production	1/31/2020 JUUL Labs US Paid Media Playbook		JLI20003889	JLI20003898
1114	2008	Party Production	1/22/2018 Juul Labs Strategy Discussion - Draft		JLI43416382	JLI43416382
1115	2007	Party Production	1/22/2017 Juul Labs Executive Offsite - Sales		JLI00417700	JLI00417700
1116	2005	Misc.	National Academies of Sciences, Engineering, and Medicine. 2018. Public Health Consequences of E-Cigarettes			
1117	2004	Party Production	JUUL Worst-Case Scenarios: Probability and Communications Planning		JLI05254706	JLI05254710
1118	2003	Party Production	JUUL Training PAXLABS		JLI41351020	JLI41351028
1119	2002	Party Production	12/19/2018 Email from Tim Danaher to Justin Hovey Re: Tree Cash Distribution		JLI40773619	JLI40773621
1120	2001	Party Production	12/8/2018 Email from Riaz Valani to Nicholas Pritzker Re: [Chat#205828]		MDL_RV0038895	MDL_RV0038895
1121	2000	Misc.	IRI Retail Sales Data. https://www.iriworldwide.com/en-us			
1122	1999	Misc.	2020 National Youth Tobacco Survey. https://digitalmedia.hhs.gov/tobacco/hosted/2020-National-Youth-Tobacco-Survey.pdf			
1123	1998	Misc.	Instagram video by @derekblasberg. HOW MUCH FUN WAS 1999? https://www.instagram.com/p/BE7jBYpDnOd/?utm_source=ig_web_button_share_sheet			
1124	1997	Party Production	7/22/2018 YOUTH PREVENTION-Activities & Initiatives Presentation-JUUL		JLI00062790	JLI00062790
1125	1996	Misc.	CA Healthy Kids Survey. Did COVID-Related School Building Closures Reduce Student Tobacco Use, Marijuana Use, and Vaping? 21 Factsheet. West Ed.			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1126	1995	Party Production	9/7/2017 Email from Ryan Powers to Mark Jones Re: Re: JUULBOYZ		JLI43413465	JLI43413467
1127	1994	Party Production	Social Media - Takedown Requests by Platform (Talisman 2018 - 2019)		JLI02258542	JLI02258542
1128	1993	Party Production	Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General 2012		JLI00161330	JLI00162724
1129	1992	Deposition Exhibit	11/1/2018 Email from Elizabeth Mountjoy to ALCS team Re: FW: Analyst Comments	Gifford Exhibit DX1	ALGAT0004961708	ALGAT0004961709
1130	1991	Deposition Exhibit	12/2018 Altria Client Services Presentation titled: "Project Tree"	Blaylock Exhibit 2401		
1131	1990	Party Production	5/27/2015 Email from Lauryn Livengood to Spencer Pederson Re: Fwd: /r/paxvapor Easter Egg Post	Garvey Exhibit 2116	JLI05273722	JLI05273723
1132	1989	Party Production	8/13/2015 Email from Sarah Richardson to Lauryn Livengood Re: Photography Moodboard	Garvey Exhibit 2124	JLI00222556	JLI00222650
1133	1988	Misc.	7/12/2018 VapeDrive Article: Getting Your Juul Into Party Mode - https://vapedrive.com/getting-your-juul-into-party-mode/			
1134	1987	Misc.	1/15/2019 Imgur - Juul Party Mode - Long Exposure Image			
1135	1986	Misc.	Video File - Party Mode			
1136	1984	Misc.	API Twitter Data Analyzed by John Chandler			
1137	1983	Party Production	1/22/2015 Email from Kate Morgan to Jeff Wolfe Re: yo	Morgan Exhibit 1207	JLI03658172	JLI03658174
1138	1982	Party Production	1/30/2018 Email from Kate Morgan to Kristin Li Re: launch party including PowerPoint attachment - Lights Camera Vapor		JLI03642601	JLI03642602
1139	1981	Party Production	9/25/2018 Email from Kate Morgan to Marguerite White Re: Retailer Holiday Gifts	Morgan Exhibit 1250	JLI03641824	JLI03641825
1140	1980	Party Production	6/5/2015 Email from Lee Garvey to Spencer Pederson		JLI00492291	JLI00492294
1141	1979	Party Production	3/15/2016 Email from Kate Morgan to Ashley Marand Re: Can you take a stab at this		JLI00459675	JLI00459676

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1142	1978	Party Production	6/8/2015 Email from Spencer Pederson to Lee Garvery Re: Ashley Marand shared "Juul Event" with you		JLI00226792	JLI00226793
1143	1977	Party Production	5/20/2015 Email from Richard Mumby to Kate Morgan Re: Updated Seeding + JUUL Launch Party List		JLI00218405	JLI00218413
1144	1976	Party Production	6/7/2015 Email from Rafael Burde to Scott Dunlap Re: eCommerce report - 6.1		JLI00206206	JLI00206208
1145	1975	Party Production	Juul Launch Party Image - Kate Morgan		INREJUUL_00442633	INREJUUL_00442633
1146	1974	Party Production	2/24/2018 Email from Bruce Harter to Neil Charvat Re: JUULS & Intervention		JLI03624875	JLI03624877
1147	1973	Party Production	2/2/2018 Summary of Meeting with Karen Dillon & Erica Golden At Arlington Youth Health and Safety Coalition		JLI00385315	JLI00385316
1148	1972	Party Production	5/30/2018 Email from Julie Henderson to Youth Prevention; Kevin Burns Re: Juul use in young teens		JLI00018591	JLI00018595
1149	1969	Party Production	January 2018 Independent Convenience and Specialty Store: Price Promotion Options		JLI01053533	JLI01053533
1150	1967	Party Production	4/25/2018 Embargoed Until April 25th JUUL Labs Announces Comprehensive Strategy to Combat Underage Use		JLI00151298	JLI00151299
1151	1966	Party Production	4/24/2018 Email from Riaz Valani to Kevin Burns - attachments PR edit		JLI00151297	JLI00151297
1152	1963	Party Production	11/4/2019 Letter from Coleen Klasmeier to Anthony Villa Re: September 9, 2019 Request to JUUL Labs, Inc.		JLI01417272	JLI01417326
1153	1962	Deposition Exhibit	4/4/2017 article by G. Chisholm in The Harbinger - Hidden Juul	Parrish Exhibit 420		
1154	1959	Deposition Exhibit	JUUL Labs PowerPoint presentation	Harter Exhibit 353	JLI00385768	JLI00385768
1155	1958	Misc.	CDC 2020 Monitoring U.S. E-Cigarette Sales: National Trends			
1156	1957	Party Production	Ploom Cap Table February 2011		JLI42587640	JLI42587640
1157	1956	Party Production	5/2/2017 Email from Nicholas Pritzker to Ashley Gould Re: Re: Name for Remain Co		JLI01345255	JLI01345255

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1158	1955	Party Production	10/30/2018 Email from Riaz Valani to Nicholas Pritzker et al. Re: [Chat #100128]		MDL_RV0015899	MDL_RV0015899
1159	1954	Party Production	8/17/2016 Email from Tim Danaher to Tyler Goldman et al. Re: Q2 PLI Confidential Investor Update		JLI01363147	JLI01363147
1160	1951	Party Production	12/8/2015 Email from Danna McKay to Richard Mumby et al. Re: Notes from Tonight		INREJUUL_00061852	INREJUUL_00061852
1161	1950	Party Production	2/22/2018 Minutes of a Meeting of the Board of Directors of JUUL Labs, Inc.		JLI01115999	JLI01116011
1162	1949	Party Production	4/21/2016 PAX Board Meeting		INREJUUL_00061347	INREJUUL_00061452
1163	1948	Party Production	10/26/2015 Minutes of a Meeting of the Board of Directors of PAX Labs, Inc.		JLI00220986	JLI00220987
1164	1947	Party Production	10/2/2015 Email from Riaz Valani to Alexander Asseily Re: Re: PAX Board proposed message/ your comments?		MDL_RV0033687	MDL_RV0033689
1165	1946	Party Production	7/4/2015 Email from Alexander Asseily to Nicholas Pritzker Re: Pando: "The poor, the young, the black and the stupid": Inside Big Tobacco's plans to kill a billion people		MDL_AA0000350	MDL_AA0000350
1166	1945	Party Production	2/1/2016 Email from Richard Mumby to Nicholas Pritzker Re: Re: Meet The New It Couple: Leonardo DiCaprio And His Vape Pen - The Huffington Post - US		JLI05669280	JLI05669281
1167	1944	Misc.	JUUL. Discontinued JUULpods Flavors			
1168	1943	Party Production	7/2/2015 Email from Nicholas Pritzker to Riaz Valani Re: Re: Did you guys read the second half of this article		MDL_NP006760	MDL_NP006761
1169	1942	Party Production	6/26/2018 04 JUUL - Seventh A&R Voting Agreement		JLI01440776	JLI01440838
1170	1941	Party Production	12/16/2016 Minutes of the Regular Meeting of the Board of Directors of PAX Labs, Inc.		JLI01426794	JLI01426961
1171	1940	Party Production	PAX Series C Preferred Stock Purchase Agreement--Executed with Exhibits		JLI01365601	JLI01365739
1172	1939	Party Production	5/22/2018 Minutes of a Meeting of the Board of Directors of Juul Labs, Inc.	Pritzker Exhibit 14115	JLI01425021	JLI01425025
1173	1937	Party Production	5/31/2007 Series A-1 Voting Agmt.pdf - JLI		JLI01437838	JLI01437845
1174	1935	Party Production	Tree Valuation and Structure Scenarios		ALGAT0000111731	ALGAT0000111731

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1175	1934	Party Production	Tree Valuation and Structure Scenarios Post IPO Discussion		ALGAT0000111716	ALGAT0000111716
1176	1933	Party Production	3/28/2019 Statement of Work #1: Direct Marketing and Database Support Services - Altria Client Services LLC and JUUL Labs, Inc.		JLI01339915	JLI01339917
1177	1932	Party Production	11/13/2018 Q4 Campaign Executive Review Tuesday		JLI03701107	JLI03701107
1178	1931	Deposition Exhibit	Proposed Agenda for Wednesday 24 October - 101 Constitution Ave, NW Suite 400W 12:00-4:00 pm	Xu Exhibit 10005	AVAIL00000255	AVAIL00000255
1179	1930	Party Production	5/28/2015 PAX Labs board dashboard		JLI00206175	JLI00206185
1180	1929	Party Production	6/10/2015 PAX Labs board dashboard		MDL_NP000540	MDL_NP000543
1181	1928	Party Production	PAX Labs - Sixth A&R Voting Agreement (Executed)		JLI01439393	JLI01439421
1182	1927	Party Production	7/25/2013 Minutes of the Regular Meeting of The Board of Directions of Ploom		JLI01426164	JLI01426167
1183	1925	Party Production	Messaging Thread for +16502849610		MDL_HUH0000004	MDL_HUH0000004
1184	1924	Party Production	Messaging Points-FDA Inspection		JLI40651519	JLI40651520
1185	1923	Misc.	Maloney J. 2018. Juul Says It Will Quit Social Media.			
1186	1922	Deposition Exhibit	List of Employee name and investment status	Frankel Exhibit 177792		
1187	1921	Deposition Exhibit	Letter from James Xu on Behalf of Avail Vapor to JUUL Labs Re Altria Investment in Avail	Xu Exhibit 10009	AVAIL00000846	AVAIL00000846
1188	1920	Deposition Exhibit	4/4/2018 Letter from Avail Vapor to FDA re: ANPRM on Regulation of Flavors in Tobacco Products, Background - JLI	Xu Exhibit 10008		
1189	1919	Misc.	LA Times. 2019. Column: Studies show how Juul exploited social media to get teens to start vaping.			
1190	1918	Misc.	Keeley 2012 Vice Made Nice? A high-tech alternative to cigarettes. https://stanfordmag.org/contents/vice-made-nice.%20In%202012			
1191	1917	Party Production	JUUL Labs. Product Strategy Review 11:15-12:30p		JLI44835671	JLI44835671
1192	1916	Party Production	JUUL Investment Memo		JLI00417815	JLI00417850
1193	1915	Misc.	4/25/2018 JLI Press Release			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1194	1914	Misc.	Jessica Zdinak September 2018 presentation at 72nd Tobacco Science Research Conference			
1195	1913	Party Production	G - PAX-- Amended and Restated Voting Agreement (Series D)		JLI01362388	JLI01362409
1196	1912	Misc.	FDA Issues Advance Notice of Proposed Rulemaking. Federal Register, Vol. 83, No. 55, March 21, 2018			
1197	1911	Deposition Exhibit	Excerpts from A Report of the Surgeon General, pages 58-59, 2016	Blaylock Exhibit 1741		
1198	1910	Misc.	Examining Juul's Role in the Youth Nicotine Epidemic, Hearing Before the H. Comm. On Oversight and Reform, Subcomm. on Econ. and Consumer Policy, 116th Cong. 1			
1199	1907	Party Production	CH-1702 Clinical Report - REV B_02.20.2018 (2) Final_signed version		INREJUUL_00351209	INREJUUL_00351250
1200	1906	Misc.	7/25/2019 Ashley Gould testimony to House Committee on Oversight and Reform			
1201	1905	Party Production	Amended and Restated Bylaws of JUUL Labs, Inc. A Delaware Corporation		JLI01385478	JLI01385506
1202	1904	Party Production	Altria Group Distribution Company. JUUL Merchandising Update		JLI10343911	JLI10343911
1203	1903	Party Production	Altria Client Services. Value Creation. August 2018		ALGAT0004314953	ALGAT0004314964
1204	1902	Party Production	Altria Client Services. Project Tree Update Draft		ALGAT0005522476	ALGAT0005522476
1205	1901	Deposition Exhibit	5/31/2017 Altria Client Services. Closed Tank for AS Analysis	Flora Exhibit 281		
1206	1900	Party Production	9/9/2019 FDA letter to Kevin Burns Re: Documents Requests		ALGAT0005410674	ALGAT0005410685
1207	1899	Party Production	9/9/2019 Email from Riaz Valani to Kevin Crosthwaite Re: {Unverified} Fwd: FDA letters		ALGAT0005410671	ALGAT0005410672
1208	1898	Party Production	9/26/2016 Minutes of a Special Meeting of the Board of Directors of Pax Labs, Inc.		JLI01426637	JLI01426738
1209	1897	Party Production	9/18/2017 Email from Ashley Gould to Tyler Goldman Re: Fwd: Key Takeaways from GTNF		JLI10679069	JLI10679071
1210	1896	Party Production	9/15/2019 Email from Paige Magness to Kevin Crosthwaite Re: Re: first draft		ALGAT0003898186	ALGAT0003898188

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1211	1895	Party Production	9/13/2018 Telephonic Minutes of a Meeting of the Board of Directors of JUUL Labs, Inc.		JLI41398032	JLI41398033
1212	1894	Party Production	9/12/2018 Email from Nicholas Pritzker to Jerry Masoudi Re: Re: FDA Letter re JUUL		JLI40469688	JLI40469689
1213	1893	Party Production	9/12/2018 Email from board@juul.com to Jerry Masoudi Re: Re: FDA Letter re JUUL		JLI40595935	JLI40595936
1214	1892	Party Production	9/1/2017 Email from Clive Bates to Alex Clark et al. Re: Initiation: meeting 15 September to discuss FDA announcements and what next		JLI30646673	JLI30646674
1215	1891	Party Production	8/26/2019 Email from Howard Willard to Nicholas Pritzker Re: RE: {Unverified} Thanks for dinner!		MDL_NP006319	MDL_NP006319
1216	1890	Party Production	8/24/2019 Meeting Invitation from Unknown Re: 630pmPT: Dinner at Kokkari w/ Nick Pritzker/KC Crosthwaite/Riaz Valani/Andre Calantzopoulos/Deepak Mishra/Howard Willard/Murray Garnick/Jorge Del Calvo		MDL_RV0019286	MDL_RV0019286
1217	1889	Party Production	8/23/2018 Email from Howard Willard to Nicholas Pritzker et al. Re: Call Today		JLI01389792	JLI01389792
1218	1888	Party Production	8/18/2019 Email from Kevin Crosthwaite to Nicholas Pritzker Re: Re: {Unverified} Friday		JLI70025458	JLI70025458
1219	1887	Party Production	8/15/2018 Email from Kevin Burns to Nicholas Pritzker et al. Re: Fwd: meet?		JLI10523767	JLI10523768
1220	1886	Party Production	8/1/2019 Email from Howard Willard to Riaz Valani Re: Re: {Unverified}		MDL_RV0017380	MDL_RV0017380
1221	1885	Party Production	7/9/2019 Email from Howard Willard to Nicholas Pritzker Re: RE: {Unverified} Talk?		MDL_RV0018235	MDL_RV0018235
1222	1884	Party Production	7/8/2019 Email from James Wappler to Kevin Crosthwaite Re: {Unverified} Talking Points		ALGAT0003901275	ALGAT0003901278
1223	1883	Party Production	7/7/2019 Email from Howard Willard to Nicholas Pritzker Re: Re: {Unverified} Talk?		MDL_RV0017407	MDL_RV0017407
1224	1881	Party Production	7/28/2017 Email from Zach Frankel to Riaz Valani et al. Re: [Chat #99233]		MDL_RV0038501	MDL_RV0038501
1225	1880	Party Production	7/28/2017 Email from Vivien Azer to adam@pax.com Re: FDA Fears Flying High in Tobacco - Cowen and Company		JLI80267692	JLI80267693

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1226	1879	Party Production	7/28/2017 Email from Adam Bowen to Ashley Gould Re: Re: A good Friday		JLI10771909	JLI10771913
1227	1877	Party Production	7/23/2018 Email from John Marshall to Jose Murillo et al. Re: FW: ANPRM Flavors		ALGAT0001727435	ALGAT0001727437
1228	1876	Party Production	7/2/2019 Email from James Wappler to Kevin Crosthwaite Re: {Unverified} Fwd: Jupiter Proposal Materials		ALGAT0003291714	ALGAT0003291714
1229	1875	Party Production	7/12/2019 Email from Howard Willard to Nicholas Pritzker Re: RE: {Unverified} Re: Phone talk		MDL_NP006084	MDL_NP006084
1230	1874	Party Production	7/10/2019 Email from Howard Willard to Riaz Valani et al. Re: RE: {Unverified} KB		MDL_RV0017399	MDL_RV0017400
1231	1873	Party Production	7/1/2019 Email from Howard Willard to Nicholas Pritzker Re: RE: {Unverified} Re: Quick Call		MDL_NP006024	MDL_NP006024
1232	1872	Party Production	6/4/2018 Email from Steve Hong to Adam Bowen et al. Re: Project Bears Update		INREJUUL_00244200	INREJUUL_00244200
1233	1871	Party Production	6/4/2018 Email from Lesley Freeman to Adam Bowen Re: Re: Tuesday Voting: Proposition E		JLI80268823	JLI80268823
1234	1869	Deposition Exhibit	6/3/2015 Email from Nicholas Pritzker to Joby Pritzker Re: Re: Engadget article	J. Pritzker Exhibit 15004	MDL_NP006757	MDL_NP006758
1235	1868	Deposition Exhibit	6/28/2018 Email from Dinya Devitre to William Gifford Re: Jefferies - Tobacco - Nielsen US cigarette industry vols - stop with all the negativity -- 06.26.18.pdf	Devitre Exhibit 31518	ALGAT0003492688	ALGAT0003492688
1236	1867	Party Production	6/26/2018 Email from Ben Schwartz to Riaz Valani Re: Re: Project Bears update		MDL_RV0009646	MDL_RV0009647
1237	1866	Misc.	6/15/2018 Letter from JLI Counsel at Sidley Austin to FDA			
1238	1865	Misc.	6/15/2017 Statement from FDA Commissioner Scott Gottlieb, M.D., on the 2016 National Youth Tobacco Survey results			
1239	1864	Party Production	6/14/2019 Email from Howard Willard to Nicholas Pritzker Re: After Meeting		MDL_NP006009	MDL_NP006009
1240	1863	Party Production	5/28/2019 Email from Howard Willard to Nicholas Pritzker Re: Re: {Unverified} DC?		ALGAT0003285216	ALGAT0003285217

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1241	1862	Party Production	5/28/2015 Email from James Monsees to Adam Bowen et al. Re: BOD Update		JLI00206172	JLI00206172
1242	1861	Party Production	5/24/2018 Email from Adam Bowen to Ken Berkowitz Re: Re: Early Results on Project Bears	Rubinstein Exhibit 730	INREJUUL_00245835	INREJUUL_00245844
1243	1860	Deposition Exhibit	5/19/2015 Email from Alexander Asseily to Zach Frankel et al. Re: Re: PAX thoughts - May 15	Frankel Exhibit 17772	MDL_AA0000311	MDL_AA0000316
1244	1859	Party Production	4/30/2019 Email from Murray Garnick to David Wise et al. Re: Re: Juul New Day Discussion Draft 4.29.19		ALGAT0004048755	ALGAT0004048756
1245	1858	Party Production	4/30/2018 Email from Vittal Kadapakkam to Mark Jones et al. Re: Fwd: Juul Review by Social Context		JLI21575209	JLI21575236
1246	1857	Party Production	4/30/2018 Email from Riaz Valani to Nicholas J. Pritzker Re: Fwd: Juul Review by Social Context		MDL_NP007037	MDL_NP007062
1247	1856	Party Production	4/28/2019 Email from Howard Willard to Riaz Valani et al. Re: [Chat #22576]		MDL_RV0020585	MDL_RV0020585
1248	1855	Party Production	4/25/2018 Email from Wayne Sobon to Adam Bowen Re: Re: Juul E-Cigarettes Face FDA Probe - WSJ		JLI01119988	JLI01119988-0002
1249	1854	Party Production	4/24/2018 Email from Nicholas Pritzker to Riaz Valani Re: Re: JUUL corporate responsibility and Tao ownership		MDL_RV0034746	MDL_RV0034749
1250	1853	Party Production	4/24/2018 Email from Nicholas Pritzker to Hank Handelsman et al. Re: Press Announcements > Statement from FDA Commissioner Scott Gottlieb, M.D., on new enforcement actions and a Youth Tobacco Prevention Plan to stop youth use of, and access to, JUUL and other e-cigarettes		MDL_NP007019	MDL_NP007023
1251	1852	Party Production	4/24/2018 Email from Ashley Gould to Exec Team Re: press statement		JLI06650994	JLI06650994
1252	1851	Party Production	4/17/2018 Email from Howard Willard to Nicholas Pritzker Re: Exchange of Volume Information		JLI10530188	JLI10530188
1253	1850	Party Production	4/13/2018 Email from Howard Willard to Nicholas Pritzker et al. Re: Follow Up Discussion		JLI10530232	JLI10530232
1254	1848	Misc.	3/21/2018 12294 Federal Register Vol. 83, No. 55 Regulation of Flavors in Tobacco Products			
1255	1847	Party Production	3/1/2018 Email from Vittal Kadapakkam to Zach Frankel Re: BOD Commentary		JLI06792860	JLI06792860

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1256	1846	Deposition Exhibit	2/8/2018 Email from Nicholas Pritzker to Zach Frankel et al. Re: Fwd: Congrats!	Pritzker Exhibit 14098	MDL_RV0017195	MDL_RV0017196
1257	1845	Party Production	2/6/2019 Email from Brian Blaylock to Sara Quigley Re: RE: 2019 ALG Strategic Initiatives - Draft & Update		ALGAT0002856953	ALGAT0002856955
1258	1844	Party Production	2/21/2019 Email from Ashley Gould to Jennifer Hunter Re: {Unverified} Re: Proposed services for discussion		8507834997	8507834999
1259	1843	Party Production	2/17/2016 Email from Danna McKay to Richard Mumby Re: Fwd: JUUL Sales Hot Spot		JLI21199304	JLI21199305
1260	1842	Party Production	12/28/2018 Email from Riaz Valani to Nicholas Pritzker Re: Re: Campaign Assists		JLI10071228	JLI10071229
1261	1841	Party Production	12/27/2018 Email from Kevin Burns to Nicholas Pritzker Re: Fwd: Campaign Assets		JLI10071280	JLI10071280
1262	1840	Deposition Exhibit	12/22/2018 Project Tree Distribution	Pritzker Exhibit 14012		
1263	1839	Misc.	12/20/2018 Howard Willard Public Statement on Altria Website			
1264	1838	Deposition Exhibit	12/20/2018 Altria Makes \$12.8 Billion Minority Investment in JUUL to Accelerate Harm Reduction and Drive Growth - Business Wire	Gifford Exhibit 31013		
1265	1837	Misc.	12/18/2018 Altria deal distribution spreadsheet			
1266	1836	Misc.	12/14/2017 CNBC Interview of JLI's Chief Administrative Officer			
1267	1835	Party Production	12/13/2017 Email from Jordan Brehove to Riaz Valani Re: Re: <no subject>		JLI00308379	JLI00308381
1268	1834	Deposition Exhibit	12/11/2018 Project Tree Summary of diligence process	Flora Exhibit 300		
1269	1833	Party Production	11/5/2017 Email from Vittal Kadapakkam to Jeff Derbyshire Re: Re: Thank You / Follow-Up Call Discussion Topics		JLI01356230	JLI01356236
1270	1832	Party Production	11/3/2017 Email from Marc Batchan to Jordan Brehove et al. Re: Re: Avail partnership commentary		JLI10346907	JLI10346913
1271	1831	Party Production	11/3/2017 Email from Bob Robbins to Jordan Brehove Re: Re: Altria made 15% minority investment in Avail		JLI10680663	JLI10680664

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1272	1830	Misc.	11/15/2018 Statement from FDA Commissioner Scott Gottlieb, M.D., on proposed new steps to protect youth by preventing access to flavored tobacco products and banning menthol in cigarettes			
1273	1828	Deposition Exhibit	10/6/2015 Email from Alexander Asseily to Nicholas Pritzker et al. Re: AA PAX Board notes - 5 October	Huh Exhibit 28017	MDL_ HUH0000250	MDL_ HUH0000251
1274	1827	Party Production	10/6/2014 Email from Chelsea Kania to Lauren Collinsworth Re: Re: In-person quantitative data results		JLI00365709	JLI00365716
1275	1826	Deposition Exhibit	10/31/2018 Email from James Xu to Pamela Kaufman Re: Re: Catch up tomorrow?	Xu Exhibit 10014	AVAIL00000862	AVAIL00000864
1276	1822	Party Production	10/2/2018 Email from Murray Garnick to Howard Willard Re: FDA Conducted Surprise Inspection of Juul's Headquarters		ALGAT0003360950	ALGAT0003360950
1277	1821	Party Production	10/18/2016 Email from Ashley Marand to Gal Cohen Re: Re: A few points on JUUL controlling pods		JLI00213143	JLI00213146
1278	1820	Misc.	10/17/2019 JUUL LABS SUSPENDS SALE OF NON-TOBACCO, NON-MENTHOL-BASED FLAVORS IN THE U.S.			
1279	1819	Party Production	10/15/2018 Email from William McConagha to Lauren Silvis Re: Presentation for October 16 meeting between FDA and JUUL Labs		JLI01111968	JLI01111968
1280	1816	Party Production	1/8/2018 Email from Bob Robbins to Jordan Brehove Re: Re: Avail data		JLI10343034	JLI10343037
1281	1815	Party Production	1/4/2018 Meeting Invitation from Megan Lyles to Martin Barrington et al. Re: Project Tree		ALGAT0000111196	ALGAT0000111196
1282	1814	Party Production	1/2/2018 Meeting Invitation from Megan Lyles to Howard Willard et al. Re: Project Tree		ALGAT0004051305	ALGAT0004051305
1283	1813	Party Production	1/18/2018 Email from Howard Willard to Brian Blaylock Re: Tree Model		ALGAT0000111715	ALGAT0000111715
1284	1812	Party Production	1/10/2019 Email from Nicholas Pritzker to Howard Willard Re: Re: {Unverified} SF		ALGAT0003366194	ALGAT0003366195
1285	1810	Misc.	MIC: Will Vaping Give You Popcorn Lung? Here's the Truth. https://www.mic.com/articles/130069/will-vaping-give-you-popcorn-lung-here-s-the-truth#.Vh9tNMrcK			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1286	1809	Misc.	WHO (2003) SACTob Recommendation on Tobacco Product Ingredients and Emissions			
1287	1807	Party Production	Time. How Juul Hooked Kids and Ignited a Public Health Crisis	Bowen Exhibit 8 Walker Exhibit 643	JLI70038043	JLI70038056
1288	1798	Party Production	PaxLabs - Juul Training		JLI09253270	JLI09253270
1289	1792	Party Production	JUULebilities Spreadsheet		JLI00363938	JLI00363938
1290	1791	Party Production	Juul Website - Youth Prevention		JLI04311776	JLI04311776
1291	1790	Party Production	Juul Smoking Evolved Images		JLI01024437	JLI01024442
1292	1789	Party Production	Juul Press One Sheet		JLI01025276	JLI01025276
1293	1788	Party Production	Juul Pitch Deck		JLI00475816	JLI00475837
1294	1787	Party Production	JUUL - Tough Questions for June Media Training		JLI11864642	JLI11864654
1295	1786	Misc.	Gwynn S. 2016 Blu's CMO on why e-cigarette brands should appeal to the heart			
1296	1785	Misc.	FDA. 2021. Youth E-Cigarette Use Remains Serious Public Health Concern Amid COVID-19 Pandemic			
1297	1782	Misc.	DHHS. 2020. Smoking Cessation. A Report of the Surgeon General			
1298	1779	Deposition Exhibit	Development of JUUL Device	DX-DEM-12		
1299	1778	Deposition Exhibit	Demonstrative - SFATA. Smoke-Free Alternatives Trade Association Statement of Principles.	Bowen Exhibit DEM-AJ		
1300	1777	Deposition Exhibit	Demonstrative - Azimi. An Unrecognized Hazard in E-Cigarettes Vapor: Preliminary Quantification of Methylglyoxal Formation from Propylene Glycol in E-Cigarettes	Bowen Exhibit DEM-403	JLI70039706	JLI70039706
1301	1776	Deposition Exhibit	Demonstrative - 04/25/2006 Ploom phase-C brief	Bowen Exhibit DEM-301	JLI01017479	JLI01017479
1302	1775	Deposition Exhibit	Demonstrative - 03/28/2015 Email from Gal Cohen to Chenyue Xing; Adam Bowen Re: Fwd: "Tobacco derived toxins"	Bowen Exhibit DEM-306	JLI04475295	JLI04475295
1303	1773	Deposition Exhibit	Demonstrative - 02/12/2016 Email from Chenyue Xing to R&D Re: Juul e-liquid carbonyls results and comparison to vapor results	Bowen Exhibit DEM-309	JLI04470605	JLI04470605

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1304	1771	Misc.	CDC. The Youth Risk Behavior Surveillance System (YRBSS). https://www.cdc.gov/healthyyouth/data/yrbs/index.htm			
1305	1770	Misc.	CDC. 1994. Preventing Tobacco Use Among Young People. A Report of the Surgeon General. Executive Summary.			
1306	1769	Misc.	4/16/2015 CDC Press Release titled "E-cigarette use triples among middle and high school students in just one year."			
1307	1768	Misc.	CDC 2020 Monitoring U.S. E-Cigarette Sales: National Trends			
1308	1766	Misc.	Best Practices for Comprehensive Tobacco Control Programs. 2014 https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf			
1309	1762	Party Production	9/2/2016 Email from Kate Morgan to Ojan Namvar Re: Fwd: FYI - PAX CEO Press Release		PAXMDL00115857	PAXMDL00115859
1310	1761	Misc.	8/8/2018 Washington Post Article titled "We killed the cigarette. What we got in return is mango-flavored nicotine in 'party mode'"			
1311	1760	Party Production	7/6/2018 Email from Victoria Davis to Adam Bowen Re: On-Camera Media Training on Monday and Tuesday		JLI11864641	JLI11864641
1312	1759	Party Production	7/15/2017 Email from Adam Bowen to Chris Castro Re: Company responses to Northwestern student		JLI01120481	JLI01120481_002
1313	1758	Party Production	7/13/2017 Email from Chelsea Kania to Tyler Goldman et al. Re: Privileged and Confidential - draft scenario planning pre-read		JLI05254705	JLI05254710
1314	1757	Party Production	7/11/2018 Email from Lindsay Andrews to Adam Bowen Re: Media Training Recap & Videos		JLI45500221	JLI45500241
1315	1756	Party Production	7/10/2018 Juul Twitter comment regarding youth prevention		JLI00684219	JLI00684219
1316	1755	Deposition Exhibit	6/6/2018 Email from Julie Henderson to Bruce Harter Re: Materials for tomorrow's discussion	Harter Exhibit 364	JLI-HOR-00155718	JLI-HOR-00155723
1317	1754	Deposition Exhibit	6/2/2018 Email from Bruce Harter to Julie Henderson Re: Questions from Potential School Partner	Harter Exhibit 354	JLI00018453	JLI00018455
1318	1753	Deposition Exhibit	6/13/2018 Email from Bruce Harter to Ashley Gould Re: Demonstration Site & Other Thoughts	Harter Exhibit 355	JLI00161115	JLI00161117
1319	1752	Party Production	5/9/2018 Email from Peter Clark to Kelly Long Rotstein Re: Re: VIP Portal Updates		JLI00085266	JLI00085269

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1320	1751	Party Production	5/30/2018 JUUL Labs #02265843 Complaint Summary: Email #3		INREJUUL_00036432	INREJUUL_00036433
1321	1750	Party Production	4/20/2015 Email from Kate Morgan to Ollie Alldrit; Marty Young Re: USB drives		JLI30184549	JLI30184559
1322	1749	Deposition Exhibit	4/17/2018 Email from Bruce Harter to Julie Henderson et al. Re: Chicago - Hinsdale	Harter Exhibit 358	JLI00022479	JLI00022479
1323	1746	Party Production	3/21/2007 Email from David Cremin to adam@ploomroom.com et al. Re: FW: thanks		JLI20771256	JLI20771265
1324	1745	Party Production	3/26/2018 Juul Facebook comment regarding youth prevention		JLI00682979	JLI00682979
1325	1744	Party Production	3/23/2013 Email from Ali Yagiz to Nick Pritzker Re: Board Deck for Monday		JLI06631395	JLI06631434
1326	1743	Deposition Exhibit	3/16/2018 Email from Bruce Harter to jyoung@cityoflivermore.net Re: E-Cigarette Epidemic	Harter Exhibit 373	JLI00385454	JLI00385454
1327	1742	Party Production	3/14/2016 Email from Adam Bowen to Alexander Asseily Re: Will Vaping Give You Popcorn Lung? Here's the Truth		JLI20844505	JLI20844505
1328	1741	Party Production	3/13/2018 Juul Twitter comment regarding product marketing		JLI00684459	JLI00684459
1329	1740	Deposition Exhibit	3/12/2018 Email from Carol Tooth to Bruce Harter Re: Consulting Opportunity for Retired Educators	Harter Exhibit 371	JLI00385319	JLI00385321
1330	1739	Misc.	2016 Surgeon General Report - E-Cigarette Use Among Youth and Young Adults: Fact Sheet			
1331	1738	Party Production	2/7/2018 Juul Facebook comment regarding product marketing		JLI00682788	JLI00682788
1332	1737	Deposition Exhibit	2/7/2018 Email from Bruce Harter to mong@mednet.ucla.edu et al. Re: Follow UP to Yesterday's TERO Meeting	Harter Exhibit 340	JLI00385466	JLI00385468
1333	1736	Party Production	2/16/2018 Juul Facebook comment regarding product marketing		JLI01047512	JLI01047512
1334	1735	Party Production	2/15/2018 Juul Facebook comment regarding youth prevention		INREJUUL_00114839	INREJUUL_00114839

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1335	1734	Party Production	12/27/2014 Email from Gal Cohen to Richard Mumby Re: Draft SRA roadmap		MDL2913_Mumby_0027662	MDL2913_Mumby_0027692
1336	1733	Deposition Exhibit	12/15/2017 Prevention, Intervention & Replacement Initiatives, Plans & Progress - JUUL	Harter Exhibit DX4	JLI01120336	JLI01120336
1337	1732	Deposition Exhibit	11/6/2008 Email from Gal Cohen to Riaz Valani et al. Re: Altria	Cohen Exhibit 26003	JLI20769703	JLI20769703
1338	1731	Party Production	11/2/2012 Confidential Ploom Flash Deck		JLI09988355	JLI09988355
1339	1730	Deposition Exhibit	10/18/2017 Email from Mia Pelayo to Brand Protection Re: Videos about how to hide JUULs from parents/Use them in school	Walker Exhibit 640	JLI00002258	JLI00002258
1340	1728	Party Production	10/30/2017 Email from Ashley Gould to Tyler Goldman et al. Re: Media Training Pre-Read		JLI06661405	JLI06661414
1341	1727	Deposition Exhibit	1/18/2018 Email from Julie Henderson to Nora Walker Re: Re: Youth Prevention -- Social Media	Walker Exhibit 641	JLI00025039	JLI00025043
1342	1725	Deposition Exhibit	1/21/2018 Email from Bruce Harter to Rliebow@rpk12.org Re: JUULs & Intervention	Harter Exhibit 337	INREJUUL_00306314	INREJUUL_00306315
1343	1724	Party Production	09/01/2017 Email from Ashley Gould to Tyler Goldman et al. Re: Invitation: meeting 15 September to discuss FDA announcements and what next	Cohen Exhibit 26073 Gould Exhibit 55 Grunberg Exhibit 35	JLI10678578	JLI10678580
1344	1723	Party Production	09/26/2017 Email from Adam Bowen to Dan Myers Re: CO2		JLI10505159	JLI10505159
1345	1722	Party Production	The Appeal of Flavors Generally and in Tobacco Products Specifically		JLI00717502	JLI00717513
1346	1721	Party Production	10/03/2001 PM USA Report: Evaluation of Propylene Glycol for Use as a Cigarette Ingredient		JLI00514416	JLI00514532
1347	1717	Party Production	11/05/2015 Email from James Monsees to board@pax.com Re: organizational update	Valani Exhibit 40100 Asseily Exhibit 11014	JLI01369470	JLI01369471
1348	1716	Party Production	ACSH. Nicotine and Health. 2013.		JLI00887972	JLI00888053
1349	1715	Party Production	11/22/2017 Nicotine Toxicological Safety Profile - Appendix 3		JLI00706119	JLI00706182
1350	1714	Party Production	11/10/2017 Email from Brad Ingebrethsen to Adam Bowen et al. Re: Participle evaporation rate calculations		JLI00551336	JLI00551337
1351	1713	Party Production	09/08/2016 Email from Donald Graff to Gal Cohen et al. Re: latest version uploaded		JLI00511240	JLI00511242

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1352	1712	Party Production	Ploom Presentation: JUUL Brand Guidelines		JLI00332596	JLI00332596
1353	1711	Party Production	10/05/2017 Email from Chelsea Kania to Scott Kabat Re: Chelsea Kania shared "JUUL Overview - October 2017" with you		JLI00322485	JLI00322486
1354	1710	Party Production	01/16/2018 JUUL Draft Study Synopsis		JLI00305744	JLI00305750
1355	1708	Misc.	SRITA Lethal Collection - Image #1			
1356	1707	Party Production	06/22/2018 JLI Presentation: Nicotine Strength - Report on Usage		JLI00553459	JLI00553459
1357	1706	Party Production	Petitioner JLI's Under-Seal Appendix to Emergency Motion To Stay		JLI60148445	JLI60149280
1358	1705	Party Production	Petitioner JLI's Sealed Emergency Motion For Stay Pending Review		JLI60149281	JLI60149316
1359	1704	Party Production	06/23/2022 Letter from FDA to JLI Re: PMTA Denial		JLI60148370	JLI60148385
1360	1703	Party Production	06/23/2022 Technical Project Lead Review of PMTAs		JLI60148386	JLI60148430
1361	1702	Misc.	Yahoo Finance Article: Outgoing FDA Chief			
1362	1700	Misc.	09/25/2017 Truth Initiative Article: How some local governments are keeping the number of tobacco retailers in check			
1363	1699	Misc.	04/18/2018 Truth Initiative Article: Why the rise in youth e-cigarette use may be worse than we think			
1364	1696	Misc.	03/01/2018 Pew Research Center Article: Social Media Use in 2018			
1365	1691	Misc.	03/26/2018 NBC Article: Why 'juuling' has become a nightmare for school administrators			
1366	1690	Deposition Exhibit	PAX and JUUL Strategy Chart	Morgan Exhibit 1311B		
1367	1686	Misc.	05/21/1975 Report from Robert Seligman to Myron Johnston Re: The Decline in the Rate of Growth of Marlboro Red			
1368	1684	Party Production	Ploom Presentation: SRA Strategy, JUUL Communications	Richardson Exhibit 5077	JLI70048280	JLI70048299
1369	1677	Party Production	11/01/2016 Email from Joan Gladstone to Ashley Marand et al. Re: Exploring Crisis Management Firms for E-Cigarette Brand	Marand Exhibit 1509	JLI30181962	JLI30181963

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1370	1667	Party Production	PMTA. Juul Labs, Inc. I - Mitigating Underage Use		JLI20003409	JLI20003476
1371	1666	Party Production	11/30/2018 Email from Joshua Vose to Ashley Gould et al. Re: Need Bryan's expert input	Vose Exhibit 2612	JLI11362202	JLI11362204
1372	1664	Party Production	04/03/2018 JUUL Daily Clips		JLI10715148	JLI10715163
1373	1660	Party Production	Get Vaporized Banner Ad	Marand Exhibit 1503	JLI01026462	JLI01026462
1374	1659	Party Production	07/18/2018 Email from Ramsey Atallah to Dan Gresham et al. Re: AFG/DEFOND pods at each CM	Zisoulis Exhibit 26054	JLI00700817	JLI00700819
1375	1658	Party Production	10/20/2018 JLI Presentation: Defond vs AFG JUULpods		JLI00595764	JLI00595764
1376	1657	Party Production	05/31/2018 Pew Research Center Article: Teens, Social Media & Technology 2018		JLI00533113	JLI00533122
1377	1655	Party Production	JUUL Presentation: Brand Standards		JLI00222118	JLI00222131
1378	1654	Party Production	05/06/2018 McKinsey Presentation: JUUL Flavor Study		JLI00150211	JLI00150237
1379	1652	Party Production	05/26/2018 Email from Concetta Carbonaro to Adam Bowen Re: CH-1701 Protocol, Report (site only) and Data		INREJUUL_00350930	INREJUUL_00350930
1380	1651	Party Production	05/04/2018 McKinsey Presentation: JUUL Flavor Study	Brown Exhibit 5024	INREJUUL_00286326	INREJUUL_00286326
1381	1648	Party Production	11/09/2018 JUUL Presentation: In-store Assortment		IGNITE_00007948	IGNITE_00007948
1382	1647	Misc.	The Hooked on Nicotine Checklist (HONC)			
1383	1643	Misc.	2022 FDA: Results from the 2021 Annual National Youth Tobacco Survey			
1384	1642	Misc.	FDA: Labeling and Warning Statements for Tobacco Products			
1385	1640	Misc.	Penn State Electronic Cigarette Dependence Index (ECDI)			
1386	1634	Party Production	12/26/2018 Email from Kimberly Lauer to James Xu Re: JUUL Birthday report	Xu Exhibit 10026	AVAIL00000199	AVAIL00000219
1387	1633	Party Production	10/04/2018 Email from Murray Garnick to Howard Willard et al. Re: Thoughts about tomorrow's Board call and Attachment	Gifford Exhibit 31008 Blaylock Exhibit 1745	ALGAT0004052772	ALGAT0004052775
1388	1625	Party Production	JUUL Retail YTD Volume Contribution By Flavor Blends		ALGAT0004584755	ALGAT0004584755

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1389	1624	Misc.	01/02/2020 FDA News Release: FDA finalizes enforcement policy on unauthorized flavored cartridge-based e-cigarettes that appeal to children			
1390	1623	Deposition Exhibit	04/05/2019 Vox article: Scott Gottlieb's last word as FDA chief	Dunlap Exhibit 29024		
1391	1622	Party Production	2019 Monitoring the Future Infographic: Teen Drug Use		JUUL-SUBP-10642	JUUL-SUBP-10642
1392	1621	Deposition Exhibit	09/11/2018 FDA News Release: FDA takes new steps to address epidemic of youth e-cigarette use	Romyak Exhibit 17032		
1393	1620	Misc.	04/02/2018 JUUL Facebook Ad: Escape With Mango			
1394	1619	Misc.	01/16/2018 JUUL Email Ad: Enjoy a JUUL Moment			
1395	1618	Party Production	12/01/2017 JUUL Facebook Ad: December Is Here		JLI01047442	JLI01047442
1396	1617	Misc.	11/02/2017 JUUL Instagram Ad: Savor the simple moments with JUUL			
1397	1616	Party Production	10/30/2017 JUUL Facebook Ad: Cozy Up With JUUL		JLI00683088	JLI00683088
1398	1615	Misc.	09/17/2017 JUUL Email Ad: Sundays Go Better With Mango			
1399	1614	Party Production	2014 Surgeon General Report: The Health Consequences of Smoking - 50 Years of Progress [Full Report]		JLI48649834	JLI48650914
1400	1613	Party Production	2012 Surgeon General Report: Preventing Tobacco Use Among Youth and Young Adults [Full Report]		JLI00159673	JLI00181087
1401	1612	Misc.	1988 Surgeon General Report: Nicotine Addiction [Full Report]			
1402	1611	Misc.	12/01/1982 Letter from CE Teague to GR Di Marco Re: Nordine Study			
1403	1610	Misc.	2019 CDC NYTS Data			
1404	1609	Misc.	2018 CDC NYTS Data			
1405	1608	Misc.	2017 CDC NYTS Data			
1406	1607	Party Production	2016 CDC NYTS Data		JLI44530545	JLI44530969
1407	1606	Misc.	2015 CDC NYTS Data			
1408	1605	Party Production	07/01/2015 Email from Zach Frankel to Alexander Asseily et al. Re: Did you guys read the second half Of this article	Asseily Exhibit 11003 Richardson Exhibit 5047	MDL_AA0000343	MDL_AA0000343
1409	1604	Party Production	09/19/2017 JLI Presentation: Packaging Concepts		INREJUUL_00123540	INREJUUL_00123540
1410	1603	Party Production	JLI Presentation: Nicotine and the Adult Brain		JLI00823143	JLI00823147
1411	1602	Party Production	05/22/2015 Email from Adam Bowen to Brad Ingebrethsen et al. Re: Harshness - food for thought		JLI00656314	JLI00656317
1412	1601	Party Production	12/02/2017 Clinical Report: A Six-sequence, Randomized Crossover Study Comparing Nicotine Pharmacokinetics of Traditional Cigarettes and JUUL 5% Nicotine Salt Based ENDS Products, in Healthy Adult Smokers		JLI00515476	JLI00515548
1413	1600	Party Production	Assessment of the Throat Harshness Question		JLI00512407	JLI00512410
1414	1599	Party Production	06/21/2013 Ploom Presentation: Partitioning, Transfer and Pharmacokinetics		INREJUUL_00002759	INREJUUL_00002811
1415	1598	Party Production	5% Strength is Roughly Equal to That of the Nicotine in a Full Pack of Cigarettes		JLI00250201	JLI00250205
1416	1597	Party Production	Clinical Study Protocol: Protocol Number CH-1701		INREJUUL_00414162	INREJUUL_00414195
1417	1595	Misc.	Trends in the Prevalence of Tobacco Use, National YRBS: 1991-2019			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1418	1591	Party Production	Connolly. Sweet and spicy flavours. 2004.		JLI07199613	JLI07199615
1419	1590	Misc.	Tobacco Industry Quotes on Nicotine Addiction			
1420	1585	Party Production	01/01/2019 Ipsos Presentation: JUUL - Cubs Product Test		JLI06388915	JLI06388915
1421	1582	Party Production	12/07/1978 Perfetti Investigation of Nicotine Transfer to Mainstream Smoke	Perfetti Exhibit 88	JLI70028519	JLI70028537
1422	1578	Misc.	1969 First Draft of Annual Report to Philip Morris Board by VP for Research and Development Re: Why One Smokes			
1423	1567	Party Production	12/04/2015 Patent Cooperation Treaty Request: Calibrated Dose Control		JLI42399316	JLI42399393
1424	1566	Party Production	04/27/2013 Ploom Formulations		JLI40281809	JLI40281809
1425	1565	Party Production	Normalized Heart Rate Over Time Chart		JLI40281803	JLI40281803
1426	1564	Party Production	04/01/2020 JLI Report: JUUL Device and JUULpod Principles of Operation		JLI20025989	JLI20026001
1427	1563	Party Production	JUUL Presentation: Nicotine		JLI04312142	JLI04312142
1428	1562	Party Production	02/25/2018 Internal Memo from Ziad Rouag to Manoj Misra Re: JUUL Pod e-Liquid		JLI00727907	JLI00727908
1429	1561	Party Production	03/01/2018 JUUL Presentation: Confidential Memorandum		JLI00602680	JLI00602784
1430	1560	Party Production	01/01/2016 Brad Ingebrethsen Presentation: Pax Labs, Inc.		JLI00551334	JLI00551334
1431	1559	Party Production	JUUL vs Blu comparison of average nicotine per puff	Bhat Exhibit 152	JLI00368475	JLI00368475
1432	1558	Party Production	03/18/2014 Clinical Study Protocol: Protocol Number CH-1401		INREJUUL_00420455	INREJUUL_00420490
1433	1556	Party Production	Tmax and Cmax Chart		INREJUUL_00024439	INREJUUL_00024439
1434	1555	Party Production	JUUL Buzz and Harshness Ratings Chart		INREJUUL_00023581	INREJUUL_00023581
1435	1554	Misc.	10/11/2006 Illinois AG Press Release: 39 Attorneys General and R.J. Reynolds Reach Historic Settlement To End Its Sale Of Flavored Cigarettes			
1436	1553	Misc.	04/01/2012 Harmful and Potentially Harmful Constituents in Tobacco Products and Tobacco Smoke: Established List			
1437	1546	Party Production	01/13/2015 Email from Lee Garvey to Ryan Powers Re: General Social Media Do's & Don'ts	Garvey Exhibit 2102	JLI00069766	JLI00069768
1438	1543	Party Production	Social Underground Article - Pax Labs: Origins With James Monsees	Monsees Exhibit 2	JLI70041200	JLI70041208
1439	1536	Party Production	10/15/2017 Email from Dan Myers to Adam Bowen Re: weekly update		JLI00551753	JLI00551753
1440	1527	Misc.	2020 Surgeon General Report: Smoking Cessation [Full Report]			
1441	1526	Misc.	2020 National Youth Tobacco Survey Infographic	Hunter Exhibit 17147		
1442	1523	Party Production	08/28/2015 Email from Greg Damus to Chelsea Kania et al. Re: JUUL: Trade Digital Media Flight		JLI00346994	JLI00346996
1443	1522	Misc.	1990 Surgeon General Report: The Health Benefits of Smoking Cessation [Full Report]			
1444	1520	Misc.	11/26/1959 Smoker Psychology Research Presented to the Philip Morris BOD			
1445	1519	Misc.	10/13/1999 Associated Press: PM admits Smoking is Addictive, Potentially Dangerous		2074161690 (legacy)	2074161691 (legacy)
1446	1518	Party Production	06/22/2009 Family Smoking Prevention and Tobacco Control and Federal Retirement Reform		JLI01404379	JLI01404462

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1447	1517	Misc.	05/28/1959 PMI Inter-Office Correspondence from WH Danker to RN Dupuis Re: Roper Attitude Study of January 1959			
1448	1516	Misc.	04/06/1994 Draft Memo between Philip Morris and Outside Counsel Re: DeNoble Research			
1449	1515	Misc.	04/01/1994 New York Times Article: Philip Morris Blocked '83 Paper Showing Tobacco is Addictive, Panel Finds			
1450	1514	Misc.	04/28/1994 House Health & Environment Subcommittee Hearing: Dr. Victor DeNoble and Dr. Paul Mele - Anti-Smoking Bill		2023963269 (legacy)	2023963341 (legacy)
1451	1513	Misc.	03/24/1999 An Analysis of Selected Topics and Provisions of the Multistate Master Settlement Agreement of November 23, 1998			
1452	1512	Misc.	03/12/1964 Letter from WA Sugg to WS Smith Re: Survey of Cigarette Smoking			
1453	1511	Misc.	02/29/1984 RJR Strategic Research Report from Diane Burrows to GH Long, et al. Re: Younger Adult Smokers		501928462 (legacy)	501928550 (legacy)
1454	1510	Misc.	02/02/1973 RJR Research Planning Memo on Some Thoughts About New Brands of Cigarettes for the Youth Market		3990739831 (legacy)	3990739842 (legacy)
1455	1509	Misc.	01/29/1964 George Weissman Memo Re: Surgeon General's Report		1005038559 (Legacy)	1005038561
1456	1507	Deposition Exhibit	Video of James Monsees Re: "We are the fastest growing e-cigarette company in the world which is pretty awesome!," February 2016	Monsees Exhibit 45080		
1457	1505	Misc.	Tweet @JUULvapor you out did yourself on the mango. 12.10 would hit again. #JuulGang			
1458	1504	Misc.	Tweet @JUULvapor vibin.			
1459	1503	Misc.	Tweet @JUULvapor Happy Valentines Day!			
1460	1502	Misc.	TikTok #juulgang			
1461	1497	Misc.	08/27/2018 New York Times Articles: Did Juul Lure Teenagers and Get 'Customers for Life'?			
1462	1496	Party Production	PMTA. Juul Labs, Inc. H.1 - Summary of the Health Risks of the Tobacco Product	Crosthwaite Exhibit 45058	JLI700099732	JLI700099772
1463	1495	Party Production	PMTA. Juul Labs, Inc. E - Labeling, Marketing plan, Sales Data, and Sales and Distribution Restrictions		JLI20000321	JLI20000402
1464	1494	Party Production	Photo of PAX #PARTYMODE display		JLI00222638	JLI00222638
1465	1479	Misc.	JUUL Website - Smoking Evolved			
1466	1478	Deposition Exhibit	JUUL Presentation: Rebrand 2016	Drumwright DX 11	JLI00219758	JLI00219769
1467	1477	Deposition Exhibit	JUUL - Giving Savvy Consumers the Confidence to explore a more contemporary and sophisticated alternative to smoking	Keller Exhibit 26	JLI70027049	JLI70027109
1468	1474	Party Production	Image 1722 - Life is Beautiful Event		JLI01044847	JLI01044847
1469	1473	Party Production	Image 1718 - Life is Beautiful Event		JLI01044845	JLI01044845
1470	1472	Party Production	Image - JUUL VAPOR x Tabby Time Promotional Sector @juulvapor		JLI00351088	JLI00351088
1471	1467	Misc.	FDA Marketing Granted Orders R.J. Reynolds Vapor Company			
1472	1465	Party Production	04/29/2019 FDA Article: The Public Health Rationale for Recommended Restrictions on New Tobacco Product Labeling, Advertising, Marketing, and Promotion		ALGAT0005123725	ALGAT0005123737

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1473	1464	Party Production	Altria E-Vapor Update Slides, Aug. 2018 BOD		ALGAT0005045481	ALGAT0005045481
1474	1462	Party Production	Data Collection Template - JUUL Launch Party		JLI03656436	JLI03656436
1475	1460	Deposition Exhibit	CDC (2019) Surgeon General's Advisory on E-cigarette Use Among Youth	Harter Exhibit 365		
1476	1457	Deposition Exhibit	Amended Final Opinion, Plaintiffs vs. Philip Morris USA, Inc. - US District Court for the District of Columbia	Richardson Exhibit 5012	JLI70048165	JLI70048170
1477	1450	Deposition Exhibit	08/08/2018 Email from Nora Walker to Chelsea Kania Re: [National] WASHINGTON POST: We Killed The Cigarette. What We Got In Return Is Mango-flavored Nicotine In 'Party Mode.'	Walker Exhibit 620	JLI00143068	JLI00143069
1478	1449	Deposition Exhibit	08/06/2018 Email from Nicholas Pritzker to Chris Olin Re: Juul	Olin Exhibit 18520	MDL_NP007287	MDL_NP007289
1479	1448	Party Production	08/24/2015 Email from Kate Morgan to Chelsea Kania Re: Summary		JLI00347153	JLI00347157
1480	1447	Deposition Exhibit	08/21/2014 Email from Sarah Richardson to Chelsea Kania et al. Re: brand identity	Richardson Exhibit 5010	JLI00367872	JLI00367872
1481	1445	Party Production	07/30/2020 Letter from Jose Murillo to the FDA Re: Premarket Tobacco Product Application for the JUUL System		JLI70001693	JLI70001698
1482	1443	Party Production	07/25/2019 Hearing Before the US Congress: Examining JUUL's Role in the Youth Nicotine Epidemic, Part II		JLI70041248	JLI70041294
1483	1441	Deposition Exhibit	07/01/2018 Email from Nora Walker to Andrew Reineck Re: Weekly Social Media Report (6/22/18 - 6/28/18)	Walker Exhibit 638	JLI00498903	JLI00498912
1484	1440	Deposition Exhibit	07/01/2015 Email from Nicholas Pritzker to Joby Pritzker Re: NYTimes: U.S. Chamber Works Globally to Fight Antismoking Measures	Pritzker Exhibit 14037	MDL_NP000546	MDL_NP000546
1485	1435	Party Production	06/11/2015 Email from Douglas Perrett to Kate Morgan Re: JUUL x COACD		JLI05163061	JLI05163070
1486	1434	Deposition Exhibit	06/10/2015 Vice Magazine Cover and JUUL Vaporized Campaign Images	Richardson Exhibit 5040	JLI70050046	JLI70050050
1487	1432	Party Production	05/30/2018 McKinsey & Company JUUL Flavor Study. Discussion Document		JLI00145976	JLI00146003
1488	1430	Deposition Exhibit	04/18/2018 Email from Gal Cohen to Nathan Wolfe Re: Naburan Dasgupta & Pinney Associates	Cohen Exhibit 26023	JLI40297775	JLI40297776
1489	1429	Party Production	03/28/2014 Email from Sarah Richardson to Marketing Re: one more good read		JLI44828557	JLI44828611
1490	1428	Party Production	01/01/2015 PLOOM BOD Marketing Update	Pritzker Exhibit 14020	JLI00212009	JLI00212033
1491	1427	Party Production	02/09/2018 Email from Emerson Barth to Jessica Edmondson Re: JUUL Refills - IMG Models. "Oh yikes!"		INREJUUL_00164754	INREJUUL_00164760
1492	1424	Deposition Exhibit	02/14/2018 Email from Ryan Powers to Brand Protection Re: Youthful Google-JUUL ad	Henderson Exhibit 178	INREJUUL_00170263	INREJUUL_00170264
1493	1423	Party Production	02/01/2016 Email from Kate Morgan to Richard Mumby Re: Meet The New It Couple: Leonardo DiCaprio And His Vape Pen - The Huffington Post - US		JLI05669285	JLI05669286
1494	1422	Deposition Exhibit	12/07/2017 Slack thread between Kate Morgan, Jessica Taylor, and Nora Walker	Morgan Exhibit 0019	JLI700126539	JLI700126539
1495	1418	Misc.	11/11/2020 Altria Group, Inc. 8-K Report			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1496	1417	Misc.	12/19/2018 Altria Group, Inc. 8-K Report			
1497	1416	Misc.	Altria Group, Inc. 10-K Report for 1999			
1498	1415	Misc.	06/30/2021 Altria Group, Inc. 10-Q Report			
1499	1414	Misc.	03/31/2021 Altria Group, Inc. 10-Q Report			
1500	1413	Misc.	Altria Group, Inc. 2021 Proxy Statement			
1501	1412	Misc.	Altria Group, Inc. 10-K Report for 2021			
1502	1411	Misc.	Altria Group, Inc. 10-K Report for 2020			
1503	1410	Misc.	Altria Group, Inc. 10-K Report for 2019			
1504	1409	Misc.	Altria Group, Inc. 10-K Report for 2018			
1505	1408	Misc.	Altria Group, Inc. 10-K Report for 2017			
1506	1407	Misc.	Altria Group, Inc. 10-K Report for 2016			
1507	1406	Party Production	2021 and 2020 JLI Consolidated Financial Statements		JLI49234827	JLI49234882
1508	1405	Party Production	2020 and 2019 JLI Consolidated Financial Statements		JLI43415162	JLI43415218
1509	1404	Party Production	2019 and 2018 JLI Consolidated Financial Statements		JLI04612510	JLI04612565
1510	1403	Party Production	2018 and 2017 JLI Consolidated Financial Statements		JLI01399686	JLI01399733
1511	1402	Party Production	2016 and 2017 JLI Financial Statements		JLI01348818	JLI01348853
1512	1401	Party Production	2016 and 2015 PAX Labs, Inc. Financial Statements		JLI01355439	JLI01355462
1513	1400	Party Production	2015 and 2014 PAX Labs, Inc. Financial Statements		JLI01363391	JLI01363411
1514	1399	Party Production	2014 Ploom, Inc. Financial Statements		JLI01359493	JLI01359510
1515	1398	Party Production	2013 Ploom, Inc. Financial Statements		JLI01363694	JLI01363711
1516	1397	FTC Production	08/29/2019 FTC Production Request to JLI		JLI09748600	JLI09748624
1517	1396	FTC Production	08/21/2020 JLI Revised FTC Response DataFile 2 (Ad Expenditures)		JLI47537961	JLI47537961
1518	1395	FTC Production	08/21/2020 JLI Revised FTC Response DataFile 1 (Unit Sales 2015-2018)		JLI47537960	JLI47537960
1519	1394	FTC Production	08/21/2020 Attachment A to JLI's revised response to FTC Production Requests		JLI47537956	JLI47537959
1520	1393	FTC Production	08/21/2020 Revised Letter from JLI in response to FTC Production Requests		JLI47537962	JLI47538008
1521	1392	Party Production	11/30/2018 Letter from Hannol Ventures LLC to Hoyoung Huh Re: Purchased Shares		JLI41165687	JLI41165690
1522	1391	Party Production	JACK, Inc. - Summary Cap Table as of 12/19/2018		JLI11387060	JLI11387060
1523	1390	Party Production	12/19/2018 Email from Vittal Kadapakkam to Christopher Boffi et al. Re: Tree Cash Distribution		JLI06801432	JLI06801434
1524	1389	Party Production	11/29/2018 Email from Hoyoung Huh to Velma Laconsay et al. Re: Sale of Juul shares	Huh Pritzker 28000	JLI01392213	JLI01392217
1525	1388	Party Production	12/19/2018 Minutes of a Meeting of the Board of Directors of JUUL Labs, Inc.	Nicholas Pritzker 14134	JLI01436336	JLI01437045
1526	1386	Party Production	12/19/2018 Email from Brandt Surgner to Mac Livingston et al. Re: Tree docs - release and script		ALGAT0005448625	ALGAT0005448626
1527	1385	Party Production	12/17/2018 Email from Dinyar Devitre to Riaz Valani Re: [Chat #16782]		MDL_RV0019054	MDL_RV0019054
1528	1384	Party Production	11/14/2018 iMessages between Riaz Valani and Zachary Frankel Re: While more must be achieved		MDL_RV0033402	MDL_RV0033403

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1529	1382	Deposition Exhibit	10/30/2018 Email from Riaz Valani to Nicholas Pritzker Re: [Chat #152365]	Frankel Exhibit 17786	MDL_RV0019498	MDL_RV0019499
1530	1381	Party Production	10/30/2018 iMessages between Riaz Valani and Zachary Frankel Re: Riaz and I might be a bit late		MDL_RV0033383	MDL_RV0033388
1531	1380	Party Production	10/16/2018 Email from Riaz Valani to Nicholas Pritzker Re: final		MDL_NP001385	MDL_NP001401
1532	1379	Party Production	10/15/2018 Email from Riaz Valani to Riaz Valani Re: Overall much improved!		MDL_RV0028377	MDL_RV0028377
1533	1378	Party Production	10/11/2018 Draft Script for October Townhall		ALGAT0000102204	ALGAT0000102211
1534	1377	Deposition Exhibit	11/06/2018 JUUL Presentation: Board of Directors Discussion	Nicholas Pritzker Exhibit 14129 Robbins Exhibit D1 Burns Exhibit 8505 Robbins Exhibit 13	JLI01022352	JLI01022421
1535	1375	Deposition Exhibit	07/26/2018 JUUL Presentation: Board of Directors Discussion	Nicholas Pritzker Exhibit 14122	JLI00145455	JLI00145591
1536	1374	Party Production	06/21/2018 Email from Anthony Reale to Brian Blaylock et al. Re: Project Tree Updated Version		ALGAT0004873856	ALGAT0004873880
1537	1373	Party Production	05/08/2018 Email from Alex Drew to Alex Cantwell et al. Re: A Letter From Juul's CEO Kevin Burns		JLI10485920	JLI10485929
1538	1372	Party Production	09/28/2019 Email from TJ Edich to Kaitlin Longest Re: WSJ: Teen Vaping Didn't Cool Juul's Celebrity Push		5191156135	5191156138
1539	1371	Deposition Exhibit	04/30/2018 Email from Riaz Valani to Nicholas Pritzker Re: Juul Review by Social Context	Valani Exhibit 40118	MDL_RV0012736	MDL_RV0012737
1540	1370	Party Production	04/30/2018 Email from Ben Schwartz to Zach Frankel et al. Re: Truth initiative survey analysis		MDL_RV0003294	MDL_RV0003295
1541	1369	Party Production	05/10/2018 Email from Anthony Reale to Howard Willard et al. Re: JUUL Response to E-Cigarette Letter		ALGAT0005458086	ALGAT0005458097
1542	1368	Deposition Exhibit	04/23/2018 Email from Nicholas Pritzker to Riaz Valani Re: JUUL corporate responsibility and Tao ownership	Reagan Pritzker Exhibit 18517	MDL_NP007016	MDL_NP007018
1543	1367	Party Production	01/04/2018 Email from Riaz Valani to Zach Frankel Re: Review on working at Juul		MDL_RV0030394	MDL_RV0030394
1544	1366	Party Production	05/30/2018 JUUL Presentation: Campaign Summary		JLI00148923	JLI00148923
1545	1365	Party Production	JUUL Marketing Overview: 2018 Key Marketing Initiatives		JLI01143597	JLI01143597
1546	1364	Party Production	08/22/2018 Email from Kevin Burns to Ann Hoey et al. Re: 3% RK eComm Sales		JLI00377916	JLI00377917
1547	1363	Party Production	12/12/2017 Email from Ben Schwartz to Riaz Valani Re: "e-cig use increases risk of beginning tobacco cig in young adults"		MDL_RV0034232	MDL_RV0034233
1548	1362	Party Production	11/22/2017 Email from Nicholas Pritzker to Chris Olin Re: Ecigs		MDL_NP000979	MDL_NP000980
1549	1361	Party Production	11/16/2017 Email From Riaz Valani to Semin Valani Re: 'Juuling': The most widespread phenomenon you've never heard of - The Boston Globe		MDL_RV0037567	MDL_RV0037567
1550	1360	Deposition Exhibit	11/07/2017 JUUL Labs Presentation: Board Meeting	Huh Exhibit 28001	MDL_HUH0000047	MDL_HUH0000101
1551	1359	Party Production	11/05/2017 Email from Jeff Derbyshire to Vittal Kadapakkam et al. Re: Thank You / Follow-Up Call Discussion Topics		JLI10268480	JLI10268486
1552	1358	Party Production	08/08/2017 Email from Marcus Pratt to Karen Phillips Re: JUUL NY Metro Media Recommendation		INREJUUL_00100719	INREJUUL_00100721

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1553	1357	Party Production	06/07/2017 Email From Paolo Prato to Ryan Powers Re: Packaging		JLI01095916	JLI01095921
1554	1356	Party Production	06/08/2017 Email from Ryan Powers to Paolo Prato et al. Re: Character Juul - Invitation to collaborate		JLI01095910	JLI01095915
1555	1355	Party Production	03/28/2017 Email from Ryan Powers to Gal Cohen et al. Re: JUUL Packaging Verbiage		JLI00066832	JLI00066836
1556	1354	Party Production	07/16/2016 Email from Adam Bowen to Tyler Goldman Re: UGC		JLI00382271	JLI00382271
1557	1353	Party Production	06/22/2016 Email from Adam Bowen to Riaz Valani et al. Re: [Chat #107830]		MDL_RV0038756	MDL_RV0038756
1558	1352	Party Production	06/22/2016 Email from Adam Bowen to Riaz Valani et al. Re: [Chat #107829]		MDL_RV0038755	MDL_RV0038755
1559	1351	Party Production	2016 JUULVapor.com Ad - Have a sweet tooth? Try Bruule		JLI01041823	JLI01041823
1560	1350	Party Production	03/02/2016 Email from Spencer Pederson to Gal Cohen et al. Re: JUUL parameters		JLI00231549	JLI00231550
1561	1349	Deposition Exhibit	03/02/2016 Email from Richard Mumby to Hoyoung Huh et al. Re: JUUL Brand Positioning and Collateral	Mumby Exhibit 4093 Keller Exhibit 6	INREJUUL_00061469	INREJUUL_00061469
1562	1348	Party Production	03/11/2016 Email from Richard Mumby to Hoyoung Huh et al. Re: JUUL brand update		JLI00219757	JLI00219769
1563	1347	Party Production	2015 JUUL Packaging, 4 cool mint pods		JLI00342731	JLI00342731
1564	1346	Deposition Exhibit	12/07/2015 Email from Amit Jain to Riaz Valani Re: nicotine free pods	Valani Exhibit 40079	MDL_RV0038716	MDL_RV0038716
1565	1345	Party Production	12/07/2015 Pax Labs Presentation: Board Meeting		INREJUUL_00061651	INREJUUL_00061744
1566	1344	Party Production	11/12/2015 Master Service Agreement, Obviously Social LCC and Pax Labs		JLI00494104	JLI00494117
1567	1343	Deposition Exhibit	12/07/2015 Email from Peter Bain to Richard Mumby et al. Re: FYI - Save Room for JUUL	Mumby Exhibit 4083	JLI00220851	JLI00220851
1568	1340	Party Production	10/22/2015 Email from Chelsea Kania to Sarah Richardson et al. Re: 3 holiday concepts		JLI03570192	JLI03570194
1569	1336	Party Production	09/23/2015 Email from Chelsea Kania to Kate Horowitz Re: packaging updates		JLI00346429	JLI00346432
1570	1335	Deposition Exhibit	08/04/2015 Email from Riaz Valani to Nicholas Pritzker et al. Re: Discussion with James	Huh Exhibit 28006	MDL_HUH0000194	MDL_HUH0000194
1571	1334	Party Production	Pax has no qualms about Big Tobacco alliance - ECigIntelligence.com		MDL_RV0026468	MDL_RV0026469
1572	1333	Party Production	12/21/2018 Email from alerts@fmaalerts.com to juulalerts@flagmediaanalytics.com Re: [National] AD ADE: Nike Sales Soar, And Coca-Cola Invests In A Trendy Startup: Friday Wake-Up Call		JLI03816280	JLI03816281
1573	1332	Deposition Exhibit	06/17/2015 Minutes of the Regular Meeting of the Board of Directors of Pax Labs, Inc.	Pritzker Exhibit 14034 Huh Exhibit 3 Dunlap Exhibit 29027	JLI01426553	JLI01426561
1574	1331	Party Production	06/29/2015 Email from Scott Dunlap to Richard Mumby Re: JUUL and the brand message		INREJUUL_00055999	INREJUUL_00055999
1575	1329	Party Production	06/17/2015 Email from Nicholas Pritzker to Richard Mumby Re: questions		MDL2913_Mumby_0000653	MDL2913_Mumby_0000653
1576	1328	Party Production	06/17/2015 Email from Kate Morgan to Scott Varner et al. Re: FINAL event + container route for JUUL		JLI00058582	JLI00058584

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1577	1327	Party Production	05/22/2015 Email from Kate Morgan to Stephanie McHugh Re: FINAL event + container route for JUUL in JUNE		JLI00469248	JLI00469249
1578	1326	Party Production	06/09/2015 Email from Chelsea Kania to Richard Mumby Re: Weekly BoD updates		JLI00218140	JLI00218142
1579	1325	Deposition Exhibit	06/03/2015 Email from Riaz Valani to Alexander Asseily et al. Re: Engadget article	Handelsman Exhibit 7007	MDL_AA0000047	MDL_AA0000047
1580	1324	Party Production	07/10/2015 Email from Frank Trofa to Sarah Richardson et al. Re: Thrillist Custom Content KOC		JLI00225372	JLI00225386
1581	1323	Party Production	06/26/2015 Email from Chelsea Kania to Greg Damus Re: trade media		JLI00350405	JLI00350406
1582	1322	Party Production	07/06/2015 Email from Victor Scimeca to Chelsea Kania Re: Juul Hopes To Reinvent E-Cigarette Ads with 'Vaporized' Campaign		JLI00350954	JLI00350963
1583	1321	Party Production	06/24/2015 Email from Caitlyn Carpanzano to Sarah Richardson Re: JUUL "Vaporize" overview		JLI00226223	JLI00226235
1584	1320	Party Production	06/22/2015 Email from Cari Wong to Sarah Richardson et al. Re: Urban Daddy - custom content questionnaire		JLI00215581	JLI00215591
1585	1319	Party Production	04/01/2017 GlobalData Presentation: Success Case Study, Juul		INREJUUL_00228226	INREJUUL_00228243
1586	1317	Party Production	04/17/2015 Email from Chelsea Kania to Monica Decker Re: can you be my guinea pig?		JLI00357392	JLI00357392
1587	1316	Deposition Exhibit	03/23/2015 Pax Labs Presentation: Board Meeting	Nicholas Pritzker Exhibit 14023	JLI00216307	JLI00216373
1588	1315	Deposition Exhibit	03/01/2015 Ploom Presentation: JUUL 2015 Marketing	Marand Exhibit 1500	INREJUUL_00370796	INREJUUL_00370806
1589	1314	Deposition Exhibit	03/19/2015 Email from Riaz Valani to Zach Frankel (No Subject)	Valani Exhibit 40082	MDL_RV0026344	MDL_RV0026346
1590	1313	Deposition Exhibit	03/03/2015 Email from Greg Damus to Richard Mumby et al. Re: teaser site feedback	Mumby Exhibit 4074	INREJUUL_00174386	INREJUUL_00174387
1591	1312	Party Production	01/08/2015 Email from Sarah Richardson to Adam Bowen et al. Re: Talking points for today's meeting		JLI01121750	JLI01121751
1592	1310	Party Production	12/24/2014 Email from yuki@genwell.con.cn to Chelsea Kania et al. Re: Release of Juul Packaging		INREJUUL_00021239	INREJUUL_00021250
1593	1309	Deposition Exhibit	12/26/2014 Email from Alexander Asseily to Nicholas Pritzker et al. Re: NYTimes: Race to Deliver Nicotine's Punch, With Less Risk	Nicholas Pritzker Exhibit 14018 Berger Exhibit 52001	MDL_AA0000282	MDL_AA0000284
1594	1308	Deposition Exhibit	12/18/2014 CULT Presentation: Executive Summary Presentation	Mumby Exhibit 4011 Kozinets Exhibit 6	JLI00069206	JLI00069395
1595	1307	Party Production	10/16/2014 CULT General Master Service Agreement		JLI00366315	JLI00366324
1596	1306	Party Production	09/30/2014 Email from Lauren Collinsworth to Chelsea Kania Re: In-person quantitative data results		JLI00365905	JLI00365908
1597	1305	Deposition Exhibit	06/18/2014 Email from Adam Bowen to James Monsees et al. Re: juul deck	Valani Exhibit 40080	JLI20818797	JLI20818798
1598	1303	Deposition Exhibit	03/11/2014 Ploom Presentation: Board Meeting	Nicholas Pritzker Exhibit 14015 Joseph Pritzker Exhibit 15002	JLI00237211	JLI00237286
1599	1301	Party Production	2009 Telephone Conversations with RAI and RJRT personnel Prior to Signing the NDA with PLOOM		Perfetti_0909	Perfetti_0913
1600	1299	Party Production	07/09/2019 Email from Murray Garnick to KC Crosthwaite Re: YP announcement docs for review (2)		ALGAT0005415479	ALGAT0005415480

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1601	1298	Party Production	07/09/2019 Email from Murray Garnick to KC Crosthwaite Re: YP announcement docs for review (1)	Garnick Exhibit 2347	ALGAT0005415491	ALGAT0005415492
1602	1297	Party Production	06/12/2019 Email from Murray Garnick to Howard Willard Re: 6/14 DC Meeting - JUUL Attendees		ALGAT0005379009	ALGAT0005379013
1603	1295	Party Production	05/06/2019 Email from Paige Magness to Jose Luis Murillo et al. Re: Youth Prevalence - JUUL Study Published		ALGAT0005435878	ALGAT0005435883
1604	1294	Party Production	04/08/2019 Email from Paige Magness to KC Crosthwaite Re: DURBIN & SENATORS TO JUUL		ALGAT0003469011	ALGAT0003469017
1605	1293	Party Production	09/09/2019 PMI and Altria Presentation Draft: One Company, One Mission		ALGAT0003893001	ALGAT0003893046
1606	1292	Party Production	03/27/2019 Howard Willard Itinerary		ALGAT0000080766	ALGAT0000080768
1607	1291	Party Production	03/09/2019 Email from KC Crosthwaite to Howard Willard Re: March 26th		ALGAT0003366090	ALGAT0003366092
1608	1290	Party Production	03/05/2019 JUUL Presentation: Direct Mail, Program Summary		5185735480	5185735480
1609	1289	Party Production	01/03/2019 Email from Murray Garnick to KC Crosthwaite et al. Re: Will you send me final NYT statement?		ALGAT0004279318	ALGAT0004279324
1610	1288	Party Production	12/19/2018 Minutes of Meeting of the Board of Directors of Altria Group, Inc.		ALGAT0003324589	ALGAT0003324608
1611	1287	Party Production	12/01/2018 ALCS Presentation Draft: Board Update		ALGAT0002832820	ALGAT0002832820
1612	1286	Party Production	11/17/2018 Project Tree: Management Meetings Agenda		ALGAT0003776795	ALGAT0003776795
1613	1285	Deposition Exhibit	11/01/2018 iMessages between Riaz Valani and Dinyar Devitre Re: Congratulations on reaching agreement	Valani PX2411 (FTC)	JLI70025449	JLI70025451
1614	1284	Party Production	06/08/2018 Email from Nicholas Pritzker to Peter Gross et al. (No Subject)		JLI10047046	JLI10047047
1615	1283	Party Production	06/13/2018 Email from Howard Willard to Dinyar Devitre Re: Tree		ALGAT0005452975	ALGAT0005452976
1616	1282	Party Production	06/01/2018 ALCS Presentation: JUUL Overview		ALGAT0002744771	ALGAT0002744771
1617	1281	Party Production	12/01/2018 Goldman Sachs Presentation: Jack Board of Directors		JLI11789856	JLI11789873
1618	1280	Party Production	05/14/2018 NuMark Presentation: E-Vapor Category Overview & Nu Mark Initiatives		ALGAT0003085725	ALGAT0003085725
1619	1279	Deposition Exhibit	04/20/2018 Email from Kevin Burns to Howard Willard et al. Re: JUUL- Letter 4.20.18	Valani PX2026 (FTC)	JLI70025465	JLI70025468
1620	1277	Party Production	11/01/2017 ALCS Presentation: Next Generation Products Global Competitive Landscape Update		ALGAT0002856338	ALGAT0002856338
1621	1276	Party Production	10/01/2017 ALCS Presentation: Project Tree, Director Update		ALGAT0000280623	ALGAT0000280641
1622	1275	Party Production	10/05/2017 Email from Riaz Valani to Isaac Pritzker et al. Re: Meeting		MDL_RV0016287	MDL_RV0016288
1623	1274	Party Production	08/01/2017 ALCS Presentation: Project Tree		ALGAT0004018470	ALGAT0004018478
1624	1273	Party Production	08/17/2017 Email from William Gifford to Nicholas Pritzker Re: Friday, Aug. 25 mtg.		MDL_RV0016020	MDL_RV0016022
1625	1272	Misc.	12/18/2017 Caplinger, Dan, The Motley Fool Article: Altria Group in 2017: The Year in Review			
1626	1271	Misc.	07/27/2017 FDA News Release: comprehensive regulatory plan to shift trajectory of tobacco-related disease, death			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1627	1270	Party Production	09/19/2017 Email from Isaac Pritzker to Nicholas Pritzker et al. Re: Thanks		MDL_RV0016132	MDL_RV0016133
1628	1269	Party Production	06/29/2017 Email from Riaz Valani to Nick Pritzker et al. Re: [Chat #100671]		MDL_RV0019319	MDL_RV0019319
1629	1268	Deposition Exhibit	06/05/2017 Email from Riaz Valani to Nicholas J. Pritzker Re: Introduction	Valani Exhibit 40107	MDL_RV0015995	MDL_RV0015995
1630	1266	Deposition Exhibit	04/25/2017 Email from Steven Schroder to Tyler Goldman Re: Follow-up	Goldman Exhibit 35023	JLI01369851	JLI01369852
1631	1265	Party Production	04/24/2017 Email from Jody Begley to KC Crosthwaite et al. Re: Thank You		ALGAT0003481500	ALGAT0003481501
1632	1264	Party Production	04/18/2017 Email from James Monsees to Tyler Goldman et al. Re: NDA		JLI10676881	JLI10676888
1633	1263	Party Production	07/01/2015 Email from Riaz Valani to Nicholas Pritzker Re: NYTimes: U.S. Chamber Works Globally to Fight Antismoking Measures		MDL_RV0015918	MDL_RV0015918
1634	1261	Party Production	02/23/2015 Email from Riaz Valani to Hank Handelsman Re: Pax Labs, Inc.		MDL_NP003923	MDL_NP003923
1635	1259	Speedway Production	Speedway Store List (state wide) (including COCO or Franchise)		SPDWY00001975	SPDWY00001975
1636	1222	Party Production	11/1/2016 Email from Ashley Marand to john@caelicomms.com Re: Exploring Crisis Management Firms for E-Cigarette Brand		JLI30181960	JLI30181960
1637	1221	Party Production	12/21/2016 Messages between Gal Cohen and Chelsea Kania re: definition of an Influencer		PAXSLK00006831	PAXSLK00006831
1638	1219	Party Production	7/14/2018 Email from Kevin Burns to Adam Bowen Re: R&D		JLI10525273	JLI10525275
1639	1218	Party Production	8/6/2017 Email from Tyler Goldman to the Board, Isaac Pritzker, and Zach Frankel Re: NYC Test Marketing		JLI40344849	JLI40344850
1640	1217	Party Production	Various Photos from JUUL Vaporized photoshoot		INREJUUL_00442653; INREJUUL_00442656; INREJUUL_00442658; INREJUUL_00442660; INREJUUL_00442661; INREJUUL_00442668; INREJUUL_00442676; INREJUUL_00442679; INREJUUL_00442699; INREJUUL_00442709; INREJUUL_00448585; JLI00477658; JLI00477661; JLI00477669; JLI00477671; JLI00477682; JLI00477686; JLI00477689; JLI00477690; JLI00477691; JLI00477705; JLI00477706; JLI00477710; JLI00477711; JLI00477719; JLI00477724; JLI00477725; JLI00477784; JLI00477753; JLI00477773; JLI00477774; JLI00477780; JLI00477783; JLI00477781; JLI00477791; JLI00477785; JLI00477806	N/A
1641	1214	Party Production	PowerPoint Presentation – JUUL - Voice of the Consumer 06/16/2015		JLI00058482	JLI00058487
1642	1212	Party Production	2014 MarkTen Website Warning		JLI08477214	JLI08477218
1643	1211	Party Production	MarkTen Door Decal © 2017		ALGAT0000837957	ALGAT0000837970
1644	1210	Party Production	MarkTen XL POS © 2017		ALGAT0000838015	ALGAT0000838020

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1645	1209	Party Production	MarkTen point-of-sale materials from 2017-2018		ALGAT0000838021, ALGAT0000838238, ALGAT0000838255, ALGAT0000838261, ALGAT0000838287, ALGAT0000838289, ALGAT0000838591, ALGAT0000838604, ALGAT0000838614, ALGAT0000838621, ALGAT0000838637, ALGAT0000838651, ALGAT0000838707, ALGAT0000838718, ALGAT0000838719	
1646	1208	Party Production	JUUL Starter Kit Instructions		JLI01036757	JLI01036761
1647	1207	Party Production	11/10/2017 Email from Kate Morgan to Chelsea Kania; Christine Castro Re: Quotes		JLI11007622	JLI11007623
1648	1206	Party Production	08/24/2016 Adam Bowen Google Alert - Vaporizer		JLI20770582	JLI20770585
1649	1205	Party Production	The National Academies Press: Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products (2015)		JLI70010169	JLI70010567
1650	1204	Party Production	Vaporized with JUUL Operations Manual 2015		JLI00466835	JLI00466867
1651	1203	Party Production	Tweet: @JUULvapor regarding Katy Perry at Met Gala 5/3/2016		JLI01049383	JLI01049383
1652	1202	Party Production	Forbes: James Monsees Net Worth		JLI70041243	JLI70041247
1653	1201	Party Production	Ashley Gould Quote Compilation		JLI45706629	JLI45706634
1654	1200	Party Production	01/18/2018 Email from Nancy Lu to Steven Hong, Chelsea Kania Re: Segmentation data based on age?	Cohen Exhibit 26085	JLI00102214	JLI00102214
1655	1198	Party Production	01/18/2018 Email from Nancy Lu to Steve Hong et al., Re: Segmentation data based on age?		JLI04548174	JLI04548175
1656	1196	Party Production	05/22/2017 JUUL TPM comparisons		JLI00382706	JLI00382722
1657	1194	Party Production	Storyboard - Marketing Process and Overview (Chelsea K.)		JLI07370095	JLI07370095
1658	1193	Party Production	James Monsees Quote Compilation		JLI09529647	JLI09529650
1659	1192	Party Production	10/03/2017 Email from Adam Bowen to Ashley Gould and Gal Cohen Re: JUUL/Pax coverage		JLI46557320	JLI46557328
1660	1191	Party Production	08/12/2016 Board Meeting PowerPoint		INREJUUL_00304420	INREJUUL_00304428
1661	1190	Party Production	09/30/2017 Email from James Monsees to Tyler Goldman Re: prevention of underage use		INREJUUL_00264755	INREJUUL_00264757
1662	1188	Party Production	PAX Board minutes (June 17, 2015)	Handelsman Exhibit 7009	JLI46560569	JLI46560573
1663	1187	Party Production	8/31/2015 Email from James Monsees to Sumit Mehra re: PM USA complaint		JLI01369414	JLI01369418
1664	1186	Party Production	4/14/2015 email from Scott Dunlap to Richard Mumby Re: Standards and Youth Access		JLI05652950	JLI05652952
1665	1185	Party Production	1/14/2010 Email from James Monsees to Adam Bowen re Ploom consumer trials		JLI45544688	JLI45544691
1666	1184	Party Production	8/5/2015 Email from James Monsees to Brian Finn re: sales of JUUL		JLI01369437	JLI01369438
1667	1183	Party Production	3/16/2018 Email from Mark Jones to Chelsea Kania Re: target age policy conversation recap		JLI46555125	JLI46555126
1668	1179	Party Production	06/12/2019 Email from Alexandra McGuire to Andrew Foster, et al., re: Today's Finance Update and attachments: 6/11/2019 Financial Update, May Blitz - Stores to Invoice, March April Blitz - Stores to Invoice		9563856929	9563858310

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1669	1175	Party Production	JLI Spreadsheet - Secret Shop Vendor Visit Information (September 2017 - August 2020)		JLI43415157	JLI43415157
1670	1174	Party Production	JLI Spreadsheet - Full US Net Revenue and Units 2015 to 2019		JLI52305553	JLI52305553
1671	1161	Party Production	04/30/2018 Email from D. Sundheim to R. Valani re: JUUL Review by Social Context		JLI21398429	JLI21398430
1672	1160	Party Production	Employee Communication to all Employees of the Altria Family Companies		ALGAT0005459583	ALGAT0005459585
1673	1159	Party Production	09/27/2018 Email from J. Gasper to V. Kadapakkam re: Global Tobacco - Proprietary Surveys Shed Light on Duel Over JUUL		JLI06779914	JLI06779923
1674	1158	Party Production	JUUL Labs - Valor Equity Partners Diligence Meeting, November 2017		JLI00164781	JLI00164854
1675	1157	Party Production	Altria Investments Update - JUUL and Cronos - August 2019		5185224025	5185224025
1676	1155	Party Production	JUUL Labs Steam MRD June 2018		JLI00392402	JLI00392402
1677	1154	Party Production	Pax Labs - JUUL Training Deck		JLI10083173	JLI10083181
1678	1153	Party Production	09/06/2019 FDA Disclosure - JUUL Flavors		JLI07106073	JLI07106073
1679	1152	Party Production	Ploom The rational future of smoking (Adam Bowen and James Monsees thesis video)		JLI43420341	JLI43420341
1680	1151	Party Production	9/11/2018 Altria Presentation: Competitive Technical Intelligence - JUUL		ALGAT0001159674	ALGAT0001159674
1681	1150	Party Production	7/2/2018 Email from Dan Myers to Adam Bowen cc Brad Ingebretsen re: some notes on smoking & vaping compensation		JLI10027877	JLI10027879
1682	1148	Party Production	10/3/2017 Email from Gal Cohen to Dan Myers et al. re: CH 1702 stats		JLI10504564	JLI10504567
1683	1146	Party Production	VSC Deck 5 (Color)		JLI01026279	JLI01026279
1684	1145	Party Production	JUUL -- CUBS Product Test (2/5/19) (Color)		JLI41173765	JLI41173765
1685	1144	Party Production	Project Bears: Nicotine Strength - Report on Usage (6/22/18) (Color)		JLI00118693	JLI00118693
1686	1143	Party Production	CCST Phase 0 Results Summary - Final (Color)		JLI01265875	JLI01265875
1687	1142	Party Production	JUUL Qualitative Sensory Groups: Focus Group Exploration (September 2014) (Color)		JLI00211952	JLI00211952
1688	1141	Party Production	CX Summary - Juul Prototype Subjective Test (Color)		INREJUUL_00002899	INREJUUL_00002899
1689	1140	Party Production	Steam MRD (July 2018) (Color)		JLI00378211	JLI00378265
1690	1139	Party Production	Cambridge Consultants: Initial High Shot Weight Investigation (Color)		JLI00557557	JLI00557566
1691	1138	Party Production	JUUL R&D J1 Compression Study (Color)		JLI00742770	JLI00742770
1692	1137	Party Production	Wick & Coil Harmonization (J1 Pod) (Jan 12, 2018) (Color)	Rouag Exhibit 6145	JLI06824356	JLI06824356
1693	1136	Party Production	12/08/2014 Email from Scott Varner to Tim Danaher Re: Gal Deck PDF		JLI00374403	JLI00374420
1694	1135	Party Production	Total US JUUL Retailers (with First Depletion Week)		JLI60123126	JLI60123126
1695	1134	Party production	JUUL Advertisements for "Cool Cucumber" and "Mango" Flavors		JLI01046633 JLI08248506	
1696	1133	Party production	PAX Labs Presentation: "Sampling JUUL"		JLI00463290	JLI00463308

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1697	1132	Party production	08/26/2015 Email from Joseph Gladstone to Jordan Nicgorski Re: Setting Up JUUL @ High's Dairy; and presentation titled: "The BARS Program: JUUL Merchandising Procedure Speedway"		JLI09182793 JLI01044210	JLI09182794
1698	1124	Party Production	2/23/2016 Altria Presentation: Competitive e-Vapor Overview	Garnick Exhibit 2350 Gardner Exhibit 223	ALGAT0001021194	ALGAT0001021194
1699	1122	Misc.	8/22/2016 - Pax Labs Hires CEO Tyler Goldman to Handle Rapid Growth			
1700	1120	Misc.	Photos of work operations within e-liquid facilities			
1701	1119	Misc.	Stanford Medicine Tobacco Prevention Toolkit https://med.stanford.edu/tobaccopreventiontoolkit-old/nicotine-addiction/NicotineAddictionUnit1.html			
1702	1118	Misc.	How Tobacco smoke causes disease: The Biology and Behavior Basis for Smoking - Attributable Disease - A report of the Surgeon General 2010			
1703	1116	Misc.	02/16/2015 Press Release - JTI acquires "Ploom" Intellectual Property Rights from Ploom, Inc. (Japan Tobacco International)			
1704	1115	Misc.	12/08/2011 Press Release - Innovative partnership for Ploom and Japan Tobacco International (JTI)			
1705	1111	Misc.	Blu Ad 2017			
1706	1110	Misc.	Blu Ad 2014			
1707	1109	Misc.	Blu Ad 2012			
1708	1108	Misc.	Vuse Ad (2015)			
1709	1107	Misc.	Vuse Solo Email Ad ©2015 (SRITA))			
1710	1106	Misc.	Vuse Solo Ad 2014 (SRITA)			
1711	1105	Misc.	Vuse Ads 2013			
1712	1104	Misc.	MarkTen XL Ad © 2016 (SRITA)			
1713	1103	Misc.	MarkTen Website 2014 (SRITA)			
1714	1102	Misc.	MarkTen Ads © 2014 (SRITA)			
1715	1101	Misc.	MarkTen Ad © 2013 (SRITA)			
1716	1100	Misc.	MarkTen XL Product Information Guide, 2015			
1717	1099	Misc.	MarkTen Elite Starter Kit Instructions, 2017			
1718	1098	Misc.	Federal Trade Commission. E-Cigarette Report for 2015- 2018. FTC 2022 Mar.			
1719	1097	Misc.	Federal Trade Commission. E-Cigarette Report Data for 2015- 2018. FTC 2022 Mar. 8			
1720	1096	Misc.	BLU 2014 warning label			
1721	1095	Misc.	2012 Surgeon General Report (Full Report) - Preventing Tobacco Use Among Youth and Young Adults. A Report of the Surgeon General			
1722	1094	Misc.	Master Settlement Agreement			
1723	1093	Misc.	2016 Surgeon General Report - E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General			
1724	1088	Misc.	YouTube videos showing e-cigarette use			

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1725	1087	Misc.	Examples of JLI Vaporized advertisements		INREJUUL_00114290; INREJUUL_00442626; INREJUUL_00442645; INREJUUL_00442701; INREJUUL_00442716; INREJUUL_00442779; INREJUUL_00442805; JLI00349557; JLI00359422; JLI00208605; JLI00483925; JLI00869692; JLI00869693; JLI01026741; JLI01028406; JLI01044089; JLI01044091; JLI01044203; JLI01044206; JLI01044210; JLI01044242; JLI01046862; JLI01049647- JLI01049707	
1726	1085	Misc.	JUUL Representative Display Case			
1727	1084	Deposition Exhibit	The Huffington Post Media Briefing Document - JLI - 07/01/2015	Richardson Exhibit 5075	JLI01023935	JLI01023941
1728	1083	McLane Production	McLane Distribution List of JUUL Retailers (2015) (statewide)		MCLANE_JUULMDL_00000884	MCLANE_JUULMDL_00000884
1729	1082	McLane Production	McLane Distribution List of JUUL Retailers (2016-2017) (statewide)		MCLANE_JUULMDL_00000924	MCLANE_JUULMDL_00000924
1730	1081	McLane Production	McLane Distribution List of JUUL Retailers (2018) (statewide) (No. 5)		MCLANE_JUULMDL_00000894	MCLANE_JUULMDL_00000894
1731	1080	McLane Production	McLane Distribution List of JUUL Retailers (2018) (statewide) (No. 4)		MCLANE_JUULMDL_00000893	MCLANE_JUULMDL_00000893
1732	1079	McLane Production	McLane Distribution List of JUUL Retailers (2018) (statewide) (No. 3) ☐		MCLANE_JUULMDL_00000892	MCLANE_JUULMDL_00000892
1733	1078	McLane Production	McLane Distribution List of JUUL Retailers (2018) (statewide) (No. 2)		MCLANE_JUULMDL_00000891	MCLANE_JUULMDL_00000891
1734	1077	McLane Production	McLane Distribution List of JUUL Retailers (2018) (statewide) (No. 1)		MCLANE_JUULMDL_00000890	MCLANE_JUULMDL_00000890
1735	1076	FTC Production	01/02/2020 JLI FTC Response DataFile 2 (Ad Expenditures)		JLI47537913	JLI47537913
1736	1075	FTC Production	01/02/2020 JLI FTC Response DataFile 1 (Unit Sales 2015-2018)		JLI47537912	JLI47537912
1737	1074	FTC Production	01/02/2020 Appendix A to JLI's response to FTC Production Requests		JLI47537908	JLI47537911
1738	1073	FTC Production	01/02/2020, Letter from JLI in response to FTC Production Requests		JLI47537914	JLI47537955
1739	1060	Eby-Brown Production	Eby-Brown Distribution List of JUUL Retailers (statewide)		EBY00000328	EBY00000328
1740	1021	Deposition Exhibit	Biography page of Luka Sabbat retrieved from freeform.com	Kania Exhibit 71		
1741	1019	Deposition Exhibit	Image of a comment from Brian McKenna re youth marketing on JUUL's Facebook page	Kania Exhibit 45	PAXSLK00004519	PAXSLK00004519
1742	1017	Deposition Exhibit	4/1/2019 Email from James Xu to Russell Rogers et al. Re: meeting on continued discussion to resolve serious issues created for Avail by Altria's shift in strategy	Xu Exhibit 10017	ALGAT0005016641	ALGAT0005016641
1743	1014	Deposition Exhibit	Allen, Joseph et al., Flavoring Chemicals in E-Cigarettes: Diacetyl, 2,3-Pentanedione, and Acetoin in a Sample of 51 Products, Including Fruit-, Candy-, and Cocktail-Flavored E-Cigarettes, Harvard Environmental Health Perspectives, 2016	Xing Exhibit 8033		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1744	1013	Deposition Exhibit	Analytical Sciences Article, "Determination of Carbonyl Compounds Generated from the E-cigarette Using Coupled Silica Cartridges Impregnated with Hydroquinone and 2,4-Dinitrophenylhydrazine, Followed by High-Performance Liquid Chromatography," December 10, 2013	Xing Exhibit 8031	JLI00514105	JLI00514108
1745	1012	Deposition Exhibit	10/16/2014 Email from Chenyue Xing to Adam Bowen Re: Draft (unreviewed) carbonyls and volatiles results for Beta Juul unflavored 5%NB liquid	Xing Exhibit 8030	JLI00514103	JLI00514104
1746	1011	Deposition Exhibit	02/22/2016 Email from Chenyue Xing to Ari Atkins Re: Juul e-liquid carbonyls results and comparison to vapor results	Xing Exhibit 8028	JLI04693751	JLI04693753
1747	1010	Deposition Exhibit	Excel chart attachment to Xing Exhibit 8026 Re: Enthalpy results	Xing Exhibit 8027		
1748	1009	Deposition Exhibit	12/05/2014 Email from Chenyue Xing to Ari Atkins and Adam Bowen Re: Enthalpy results	Xing Exhibit 8026	JLI04627286	JLI04627286
1749	1008	Deposition Exhibit	Material Safety Data Sheet, Natural Diacetyl	Xing Exhibit 8025		
1750	1007	Deposition Exhibit	05/22/2015 Email from Ari Atkins to Louisa Lao Re: Connected Device Ideas	Xing Exhibit 8011	JLI04753334	JLI04753340
1751	1006	Deposition Exhibit	PLOOM, Core R&D, e-cigarette reinvention, June 24, 2013	Xing Exhibit 8004	JLI01062881	JLI01062905
1752	1005	Deposition Exhibit	Aerosols and the Human Respiratory Tract - Basics we should all keep in mind, Presentation created by Brad Ingebrethsen	Xing Exhibit 8003 Ingebrethsen Exhibit 90004	JLI00511772	JLI00511819
1753	1004	Deposition Exhibit	Chenyue Xing, Chief Scientist at Myst Labs LinkedIn Profile	Xing Exhibit 8000		
1754	1003	Deposition Exhibit	10/25/2018 Email from Murray Garnick to Howard Willard Re: Response to FDA re: E-vapor	Wilson Exhibit 30017	ALGAT0004197827	ALGAT0004197827
1755	1002	Deposition Exhibit	10/22/2018 Email from Murray Garnick to Howard Willard et al. Re: Revised FDA letter	Wilson Exhibit 30015	ALGAT0005448182	ALGAT0005448182
1756	1001	Deposition Exhibit	10/14/2018 Email from Gregory Wilson to Jose Murillo Re: Draft FDA response	Wilson Exhibit 30013	ALGAT0005489688	ALGAT0005489688
1757	1000	Deposition Exhibit	10/12/2018 Email from Gregory Wilson to Jennifer Hunter et al. Re: Draft FDA response	Wilson Exhibit 30012	ALGAT0005229617	ALGAT0005229619
1758	999	Deposition Exhibit	Draft Letter from Howard A. Willard to Dr. Scott Gottlieb, Re: FDA Response from Howard Willard, 10/11/2018.	Wilson Exhibit 30011	ALGAT0005226074	ALGAT0005226076
1759	998	Deposition Exhibit	10/14/2018 Email from Anthony Reale to Howard Willard et al. Re: Tree Term Sheet.	Wilson Exhibit 30010 Willard Exhibit 41	ALGAT0004197426	ALGAT0004197427
1760	997	Deposition Exhibit	09/25/2018 Email from Gregory Wilson to Murray Garnick et al. Re: Potential Actions - FDA Letter from Gottlieb	Wilson Exhibit 30006	ALGAT0005468167	ALGAT0005468175
1761	996	Deposition Exhibit	08/22/2018 Email from Brian Blaylock to Gregory Wilson Re: Tree - Diligence List	Wilson Exhibit 30001	ALGAT0005051122	ALGAT0005051123
1762	995	Deposition Exhibit	08/21/2018 Email from Gregory Wilson to Jose Murillo Re: Tree - Diligence List	Wilson Exhibit 30000	ALGAT0004631842	ALGAT0004631843
1763	994	Deposition Exhibit	Email from B. Chambers to Howard Willard et al. re: Draft 3 year Strategic Plan Board of Directors Presentation	Willard Exhibit 9	ALGAT0000088757	ALGAT0000088800
1764	992	Deposition Exhibit	06/02/2017 Email from D. Wise to J. Wappler et al. Re: Project Tree Draft	Willard Exhibit 7	ALGAT0002834150	ALGAT0002834151
1765	991	Deposition Exhibit	11/31/2017 Compensation Committee Meeting - Notice of Meeting - Altria	Willard Exhibit 62	ALGFTC0007458062	ALGFTC0007458103
1766	990	Deposition Exhibit	1/21/1986 Sociopolitical Strategy Draft http://industrydocuments.library.ucsf.edu/tobacco/docs/zswh012	Willard Exhibit 61	PTO6545	PTO6545-010

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1767	989	Deposition Exhibit	12/11/2018 Email from Brian Blaylock to William Gifford et al. Re: Project Tree (DEC BoD updated 12.11 Final) and Discussion Materials - Eagle (BoD 12.11)	Willard Exhibit 60	ALGAT0005457006	ALGAT0005457095
1768	988	Deposition Exhibit	Foundation for a Smoke-Free World website homepage	Willard Exhibit 6		
1769	987	Deposition Exhibit	11/15/2018 Email from Joe Murillo to M. Garnick, et al. Re: Statement from FDA Commissioner Scott Gottlieb, M.D., on Proposed new steps to protect youth by preventing access to flavored tobacco products and banning menthol in cigarettes	Willard Exhibit 59	ALGAT0003467519	ALGAT0003467536
1770	986	Deposition Exhibit	10/14/2019 Letter from Howard Willard to U.S. Senators	Willard Exhibit 58	8032109822	8032109836
1771	985	Deposition Exhibit	03/13/2019 Statement from FDA Commissioner Scott Gottlieb, M.D., on advancing new policies aimed at preventing youth access to, and appeal of, flavored tobacco...	Willard Exhibit 57		
1772	984	Deposition Exhibit	03/04/2019 Email from Paige Magness to Murray Garnick et al. Re: Approach to FDA Announcements on E-Vapor	Willard Exhibit 56	ALGAT0004055961	ALGAT0004055962
1773	983	Deposition Exhibit	11/13/2018 JUUL Labs Action Plan - Message from Kevin Burns	Willard Exhibit 55		
1774	982	Deposition Exhibit	10/31/2018 FDA Statement from FDA Commissioner Scott Gottlieb, M.D., on meetings with industry related to the agency's ongoing policy	Willard Exhibit 54		
1775	981	Deposition Exhibit	10/5/2018 Email from Employee News to ALCS Internal Communications Re: A Message from Howard Willard; Growth Strategy Update: Innovative Products	Willard Exhibit 53	ALGAT0002816215	ALGAT0002816217
1776	980	Deposition Exhibit	7/28/2017 Email from W. Hilsman to J. Dillard, et al. Re: Commissioner Gottlieb's Prepared Remarks from today's announcements	Willard Exhibit 51	ALGAT0001782642	ALGAT0001782648
1777	979	Deposition Exhibit	02/08/2019 Letter from Howard Willard to Scott Gottlieb regarding 2/6/2019 letter	Willard Exhibit 50		
1778	978	Deposition Exhibit	3/20/2015 Email from S. Callahan to J Dillard, et al. Re: Nu Mark/NAAG Response 031915	Willard Exhibit 5	ALGAT0000088468	ALGAT0000088475
1779	977	Deposition Exhibit	02/11/2019 - FDA Statement from FDA Commissioner Scott Gottlieb, M.D., on new data demonstrating rising youth use of tobacco products...	Willard Exhibit 49 Garnick Exhibit 2379		
1780	976	Deposition Exhibit	12/17/2018 Communications and Engagement Plan	Willard Exhibit 47	ALGAT0004002880	ALGAT0004002895
1781	975	Deposition Exhibit	10/18/2018 Email from Murray Garnick to Howard Willard Re: Antitrust council	Willard Exhibit 42	ALGAT0004208557	ALGAT0004208559
1782	974	Deposition Exhibit	Youth Smoking Prevention - Philip Morris USA - March 2003	Willard Exhibit 4 Hunter Exhibit 17127		
1783	972	Deposition Exhibit	09/12/2018 letter from FDA to Howard Willard Re: MarkTen	Willard Exhibit 36		
1784	971	Deposition Exhibit	09/12/2018 Statement from FDA Commissioner Scott Gottlieb, M.D., on new steps to address epidemic of youth e-cigarette use	Willard Exhibit 35		
1785	970	Deposition Exhibit	JUUL Market Summary May 13, 2016 - ALCS CMI	Willard Exhibit 32	ALGAT0002577924	ALGAT0002577924

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1786	969	Deposition Exhibit	Our 10-Year Vision - Altria https://www.altria.com/about-altria/our-10-year-vision	Willard Exhibit 31		
1787	968	Deposition Exhibit	The Health Consequences of Smoking - 50 Years of Progress - A Report of the Surgeon General 2014	Willard Exhibit 30		
1788	967	Deposition Exhibit	Smoking & Health Issues - There is no safe cigarette...Philip Morris USA	Willard Exhibit 29		
1789	966	Deposition Exhibit	Excerpt of Surgeon General Report Chapter 4-6 Index	Willard Exhibit 28		
1790	965	Deposition Exhibit	09/15/2019 Email from Paige Magness to Howard Willard Re: HAW Video Outline 9.15.2019	Willard Exhibit 27	ALGAT0003893089	ALGAT0003893091
1791	964	Deposition Exhibit	09/09/2019 Email from Howard Willard to William Gifford et al. Re: Please Edit these Documents - Jupiter Alignment with Society and HW Short Story attached	Willard Exhibit 26	ALGAT0005381711	ALGAT0005381714
1792	963	Deposition Exhibit	CNBC Howard Willard Interview	Willard Exhibit 25		
1793	962	Deposition Exhibit	Ramping up Efforts to Reverse Underage Use of E-Vapor Products - Underage Use Trends Pose Existential Threat to E-Vapor's Harm Reduction Future	Willard Exhibit 24	ALGAT0004199722	ALGAT0004199724
1794	961	Deposition Exhibit	10/17/2018 Email from Paige Magness to Howard Willard, et al. Re: October Town Hall Plan	Willard Exhibit 23	ALGAT0000102212	ALGAT0000102226
1795	960	Deposition Exhibit	04/26/2018 Email from Howard Willard to Nicholas Pritzker et al. Re: Standstill	Willard Exhibit 21	ALGAT0000113109	ALGAT0000113109
1796	959	Deposition Exhibit	4/20/2018 Email to C. Reale to Howard Willard, et al. Re: Amendment to Juul NDA	Willard Exhibit 20	ALGAT0004208892	ALGAT0004208894
1797	958	Deposition Exhibit	Raising Kids Who Don't Smoke - PM USA - 2004	Willard Exhibit 2 Arnett Exhibit 18	5095388219	5095388234
1798	957	Deposition Exhibit	4/10/2019 Email from B. Blaylock to E. Mountjoy, Re: A few thoughts...	Willard Exhibit 19	ALGAT0003778694	ALGAT0003778695
1799	956	Deposition Exhibit	2/27/2019 Email from S. Quigley to Howard Willard, et al. Re: March 2019 Executive Summit Agenda and Logistics	Willard Exhibit 17	ALGAT0004028187	ALGAT0004028229
1800	955	Deposition Exhibit	Trends in Cigarette Smoking Rates - Overall Tobacco Trends https://www.lung.org/research/trends-in-lung-disease/tobacco-trends-brief/overall-tobacco-t	Willard Exhibit 16		
1801	954	Deposition Exhibit	Cigarette Smoking Among U.S. Adults Hits All-Time Low. CDC 11/14/2019	Willard Exhibit 15		
1802	953	Deposition Exhibit	1/29/2019 Email from Howard Willard to E. Bueno-Tully, et al. Re: January 2019 Board of Directors Presentation	Willard Exhibit 14	ALGAT0003360146	ALGAT0003360191
1803	952	Deposition Exhibit	01/22/2018 Email from B. Neidle to Howard Willard et al. Re: Weekly Draft Business Update	Willard Exhibit 12	ALGAT0000096357	ALGAT0000096542
1804	951	Deposition Exhibit	12/11/2017 Email from B. Neidle to Howard Willard et al. Re: Weekly Draft Business Update	Willard Exhibit 11	ALGAT0000042082	ALGAT0000042168
1805	950	Deposition Exhibit	10/09/2017 Email from Howard Willard to S. Mancuso Re: Investor Day - updated script	Willard Exhibit 10	ALGAT0004047572	ALGAT0004047607

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1806	943	Deposition Exhibit	JUUL Labs slide deck, Advanced Technology Research Group - Chemistry, January, 2020	White Exhibit 26023	JLI06412590	JLI06412648
1807	938	Deposition Exhibit	9/14/2017 Email from Walker to jshulman@fb.com "Instagram - JUUL Labs & Age Gaiting"	Walker Exhibit 644	JLI03669880	JLI03669880
1808	937	Deposition Exhibit	10/16/2017 Email from Walker to support@instagram.com "Age Gate for JUUL account"	Walker Exhibit 645	JLI03669917	JLI03669917
1809	934	Deposition Exhibit	JUUL LABS Brand Guide February 1, 2018	Walker Exhibit 629	JLI00682098	JLI00682191
1810	927	Deposition Exhibit	Outline Re: Summary Company Context	Walker Exhibit 602	JLI00164871	JLI00164875
1811	926	Deposition Exhibit	08/19/2018 Email from Josh Vose to Rasmus Wissmann Re: Polling approach	Vose Exhibit 2636	JLI00599037	JLI00599037
1812	925	Deposition Exhibit	11/05/2019 Email from Josh Vose to Joe Murillo Re: feb meeting	Vose Exhibit 2634	JLI07006103	JLI07006104
1813	922	Deposition Exhibit	10/11/2018 Email from Diego Norris to Josh Vose Re: For Tomorrow's Meeting	Vose Exhibit 2622	JLI06390556	JLI06390556
1814	921	Deposition Exhibit	03/18/2018 Email from Kevin Burns to Tevi Troy et al. Re: Youth and new users	Vose Exhibit 2604	JLI00596332	JLI00596333
1815	917	Deposition Exhibit	Etter, Lauren, The Devil's Playbook, Big Tobacco, JUUL, and the Addiction of a New Generation. May 25, 2021	Valani Exhibit 40097 Proctor exhibit 5		
1816	916	Deposition Exhibit	Presentation: PAX Labs Board Meeting, June 17, 2015	Valani Exhibit 40092 Handelsman Exhibit 7010	JLI08220562	JLI08220562
1817	914	Deposition Exhibit	Valani's Special Dividend Following Altria Deal	Valani Exhibit 40072	JLI01388029	JLI01388029
1818	913	Deposition Exhibit	09/13/2018 Email from Kevin Burns to Tevi Troy Re: Ideas	Troy Exhibit 18008	JLI01142747	JLI01142747
1819	912	Deposition Exhibit	1/21/2018 Email from Ziad Rouag to Dan Myers cc Adam Bowen and Manoj Misra Re: one key thing	Troy Exhibit 18005	JLI01116796	JLI01116796_002
1820	911	Deposition Exhibit	02/02/2018 Email from Tevi Troy to Ashley Gould Re: Confidential: high level summary of Boston meeting and pending (expected to be quite negative) CBS piece	Troy Exhibit 18001	JLI01100149	JLI01100149_003
1821	910	Deposition Exhibit	04/01/2019 Email from Theodore Edlich to David Wise Re: Meeting recap	Schroder Exhibit 6325	ALGAT0005016640	ALGAT0005016641
1822	909	Deposition Exhibit	01/03/2018 Email from Howard Willard to Thomas Moore and Brian Blaylock Re: Tree Analysis	Schroder Exhibit 6324	ALGAT0000111730	ALGAT0000111730
1823	908	Deposition Exhibit	06/22/2018 Email from Steven Schroder to James Mwai Re: Another potential source of JUUL AV	Schroder Exhibit 6311	5194958820	5194958820
1824	907	Deposition Exhibit	Strategy & Business Development Project Tracker, April 2017 - Altria Client Services	Schroder Exhibit 6306		
1825	906	Deposition Exhibit	Strategy & Business Development Project Tracker, March 2017- Altria Client Services	Schroder Exhibit 6304		
1826	905	Deposition Exhibit	Strategy & Business Development Project Tracker, February 2017 - Altria Client Services	Schroder Exhibit 6303		
1827	904	Deposition Exhibit	Strategy & Business Development Project Update, December 2016 - Altria Client Services	Schroder Exhibit 6301		
1828	903	Deposition Exhibit	06/06/2018 Email from Ziad Rouag to Julie Henderson Re: follow-up info	Rouag Exhibit 6161	JLI00018240	JLI00018240

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1829	902	Deposition Exhibit	Deutsche Bank, "JUUL now more incremental than cannibalistic?" (May 1, 2018)	Rouag Exhibit 6151	INREJUUL_00347297	INREJUUL_00347298
1830	901	Deposition Exhibit	11/29/2017 Email from Gal Cohen to Ziad Rouag, et al. Re: PK 1702 study pods	Rouag Exhibit 6150	JLI11179041	JLI11179041
1831	900	Deposition Exhibit	10/03/2017 Email from Adam Bowen to Dan Myers Re: CH 1702 stats	Rouag Exhibit 6148	JLI10504556	JLI10504559
1832	898	Deposition Exhibit	JLI Wick&Coil Project Overview Notes, 4/3/2018	Rouag Exhibit 6143	JLI11179004	JLI11179007
1833	897	Deposition Exhibit	JLI Presentation - Wick&Coil Comparison Between AFG and Defond	Rouag Exhibit 6134		
1834	896	Deposition Exhibit	Diagrams of a JUUL pod from PAX FDA Meeting Brief, STN TC0001556 - PAX Labs	Rouag Exhibit 6133	JLI00164753	JLI00164757
1835	895	Deposition Exhibit	USDHHS, FDA, and Center for Tobacco Products, PMTA for ENDS, Guidance for the Industry, June 2019	Rouag Exhibit 6131		
1836	894	Deposition Exhibit	Ziad Rouag Curriculum Vitae as of 6/10/2021	Rouag Exhibit 6126		
1837	893	Deposition Exhibit	12/31/2017 JLI organization structure	Rouag Exhibit 6124	JLI30152944	JLI30152953
1838	892	Deposition Exhibit	02/20/2018 Email from Craig Schwartz to Regina Costello et al. Re: Thoughts on Stated Volume???	Romyak Exhibit 17031	ALGAT0000446784	ALGAT0000446785
1839	891	Deposition Exhibit	School System aware of JUUL Vaping device being used by students. 2018. NBC	Romyak Exhibit 17030		
1840	890	Deposition Exhibit	E-Cig Use in Classroom Booms as Teachers Blame JUUL Vape. December 30, 2018. Associated Press.	Romyak Exhibit 17029		
1841	889	Deposition Exhibit	JUUL E-Cig and teens: Health Problem of the Decade? March 15, 2018. CNN	Romyak Exhibit 17028		
1842	888	Deposition Exhibit	Letter from the U.S. Senate to Kevin Burns. Re: Underage usage. April 18, 2018.	Romyak Exhibit 17027		
1843	887	Deposition Exhibit	05/10/2018 Email from Matthew Romyak to Pascal Fernandez and Bruce Neidle Re: Updates for Jody BOD and Additional Slide	Romyak Exhibit 17025 Fernandez Exhibit 2219	ALGAT0000891877	ALGAT0000891879
1844	886	Deposition Exhibit	JUUL now more incremental than cannibalistic?, May 1, 2018 - Deutsche Bank	Romyak Exhibit 17024	ALGAT0004584696	ALGAT0004584711
1845	885	Deposition Exhibit	8/10/2018 Email from Bruce Neidle to Zane Underwood Re: Draft FY E-Vapor Estimate (percent Juul).xlsx	Romyak Exhibit 17020	ALGAT0002605196	ALGAT0002605196
1846	884	Deposition Exhibit	01/09/2018 Email from Matthew Romyak to Howard Willard et al. Re: Update on Project Tree	Romyak Exhibit 17018	ALGAT0000028330	ALGAT0000028358
1847	881	Deposition Exhibit	Certain JUUL Youth Prevention Efforts Slide	Robbins Exhibit D2		
1848	879	Deposition Exhibit	10/16/2018 FDA Presentation, JUUL Labs	Robbins Exhibit 4	JLI00547353	JLI00547368
1849	878	Deposition Exhibit	09/01/2017 JUUL Labs Authorized Reseller Program Policy	Robbins Exhibit 2	JLI00079408	JLI00079411
1850	873	Deposition Exhibit	07/27/2016 Email from Kate Morgan to Sarah Richardson Re: social media asks from Tyler	Richardson Exhibit 5051	JLI03565724	JLI03565761
1851	872	Deposition Exhibit	Video BeCore - JUUL Summer Sizzler video advertisement	Richardson Exhibit 5037		
1852	870	Deposition Exhibit	09/04/2014 Email from Sarah Richardson to Chelsea Kania Re: straw man account research - Sheetz	Richardson Exhibit 5015	INREJUUL_00085326	INREJUUL_00085333
1853	869	Deposition Exhibit	04/25/2018 JUUL Labs Announces Comprehensive Strategy to Combat Underage Use	Richardson Def. Exhibit 2	JLI00004457	JLI00004458

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1854	868	Deposition Exhibit	04/22/2018 Email from N. Pritzker to C. Olin Re: JUUL Corporate responsibility and Tao ownership	Pritzker Exhibit 15007	JLI700070745	JLI700070748
1855	867	Deposition Exhibit	04/01/2018 Email from Bruce Raben to Nicholas Pritzker Re: JUUL Labs Raising \$150M in Debt After Spinning Out of Pax	Pritzker Exhibit 14143	MDL_NP006950	MDL_NP006952
1856	866	Deposition Exhibit	In a fight for Survival, JUUL funds pro-vaping studies, then pays a scholarly journal to showcase them, July 10, 2021. Marie McCullough	Pritzker Exhibit 14141 A		
1857	865	Deposition Exhibit	03/14/2018 Telephone Minutes of Compensation Committee Meeting - JUUL Labs	Pritzker Exhibit 14102	JLI01340277	JLI01340401
1858	862	Deposition Exhibit	04/22/2013 Email from Adam Bowen to Thomas Perfetti Re: Reports for PLOOM	Perfetti Exhibit 101	PERFETTI_1737	PERFETTI_1786
1859	861	Deposition Exhibit	Minutes of a Meeting of the Board of Directors of Pax Labs. September 24, 2015	Nicolas Pritzker Exhibit 14058 Huh Exhibit 28011	JLI00220992	JLI00220993
1860	860	Deposition Exhibit	07/28/2015 Email from R. Valani to N. Pritzker Re: Pax/SPV follow-up	Nicolas Pritzker Exhibit 14051	MDL_NP000655	MDL_NP000658
1861	859	Deposition Exhibit	06/22/2015 Email from N. Pritzker to H. Handelsman Re: follow-up	Nicolas Pritzker Exhibit 14046	MDL_NP003957	MDL_NP003961
1862	858	Deposition Exhibit	04/22/2019 Email from Josh Vose to Dan Myers and Bryan White Re: priming puff study	Myers Exhibit 1642 Vose Exhibit 2625	JLI30693142	JLI30693144
1863	855	Deposition Exhibit	03/07/2019 Email from Bill Gardner to Dan Myers Re: the forgotten question	Myers Exhibit 1637	JLI05828025	JLI05828026
1864	852	Deposition Exhibit	Chemical Puff Profile of Priming Puffs, JUUL Preclinical Study	Myers Exhibit 1634		
1865	851	Deposition Exhibit	07/31/2019 Email from Dan Myers to Esteban Leon Re: priming puff study	Myers Exhibit 1633	JLI06452136	JLI06452137
1866	850	Deposition Exhibit	01/24/2019 Email from Josh Vose to Nadja Heine Re: early observations of Juul behavior	Myers Exhibit 1631	JLI01223686	JLI01223686
1867	849	Deposition Exhibit	JUUL Report titled: "Proof of Concept Studies for HPHC Analysis of Formulation Aerosol and E-liquid Using PTR-MS Methodology at Ionicon and ToFWerk" - October 12, 2018	Myers Exhibit 1630		
1868	848	Deposition Exhibit	09/12/2018 Email from Nadja Heine to Dan Myers et al. Re: first PTR-MS results + online demo	Myers Exhibit 1629	JLI00755196	JLI00755198
1869	847	Deposition Exhibit	10/19/2018 Email from Joanna Jay to Maria Walters et al. Re: Pod Lot #s - Topography and Environmental Studies	Myers Exhibit 1625	JLI30442846	JLI30442849
1870	846	Deposition Exhibit	10/18/2018 Email from Dan Myers to Josh Vose Re: Tracking coil manufacturer	Myers Exhibit 1624	JLI05812017	JLI05812019

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1871	844	Deposition Exhibit	Report by Esteban Leon titled: "JUUL R&D, Wick Compression DOE"	Myers Exhibit 1619	JLI00642596	JLI00642621
1872	842	Deposition Exhibit	10/5/2017 Email from Gal Cohen to Dan Myers Re: Question	Myers Exhibit 1614	JLI06518320	JLI06518321
1873	840	Deposition Exhibit	4/12/2015 Email from Riaz Valani to Zach Frankel and Nicholas Pritzker Re: First pass: JUUL opportunity for PMI	Myers Exhibit 1612 (used in 7/6/21 Bowen dep.) Valani Exhibit 40076	MDL_NP000468	MDL_NP0004470
1874	839	Deposition Exhibit	JUUL PROT-00032 Study Report	Myers Exhibit 1611	JLI20079700	JLI20079815
1875	836	Deposition Exhibit	PAX Labs, Mode of Action of Acids	Myers Exhibit 1608 Ingebretsen Exhibit 90010	JLI00554437	JLI00554443
1876	834	Deposition Exhibit	2/5/2020 Memorandum to Democratic Members of the Subcommittee on Economic and Consumer Policy from Subcommittee Staff Re: Update on the Subcommittee's E-Cigarette Investigation	Murillo Exhibit 50017	JLI44924081	JLI44924126
1877	833	Deposition Exhibit	02/05/2020 Email from Joe Murillo to KC@juul.com. Re: As discussed	Murillo Exhibit 50016	JLI44924080	JLI44924080
1878	831	Deposition Exhibit	CSUR-JUUL Labs Amendment to MSA ExecSummary Final. November 13, 2019	Murillo Exhibit 50012	JLI21731903	JLI21731903
1879	830	Deposition Exhibit	11/14/2019 Email from Frank McConahey to Guy Cartwright, et al., Re: Request for Docusign: CSUR - 2nd Amendment to Restated MSA	Murillo Exhibit 50011	JLI21731899	JLI21731899
1880	829	Deposition Exhibit	07/24/2019 Email from Jose Murillo to Murray Garnick Re: From POLITICO Pro Health Care--"Testimony: Juul touted its products to ninth graders, American Indian tribes"	Murillo Exhibit 50009	ALGAT0005435213	ALGAT0005435215
1881	828	Deposition Exhibit	06/23/2017 Email from Joe Murillo to Jose Murillo Re: Important Message from the Director of Upper School	Murillo Exhibit 50007	ALGAT0001745463	ALGAT0001745464
1882	827	Deposition Exhibit	10/31/2018 Email Todd Walker to Jennifer Hunter, et al. Re: Publication of First Juul Youth Usage Data	Murillo Exhibit 50006	ALGAT0003662747	ALGAT0003662748
1883	826	Deposition Exhibit	04/24/2018 Letter from FDA to Ziad Rouag Re: 904(b) Document Request	Murillo Exhibit 50005 Gifford Exhibit 31005 Romyak Exhibit 17026	ALGAT0004584656	ALGAT0004584663
1884	825	Deposition Exhibit	Document titled: "Draft - For Discussion Only Global Policy Principles Framework"	Murillo Exhibit 50002	JLI07349662	JLI07349665
1885	824	Deposition Exhibit	Web page "Life is Beautiful" September 25-27, 2015 Downtown Las Vegas	Mumby Exhibit 4116		
1886	823	Deposition Exhibit	Photos from Las Vegas Motor Speedway	Mumby Exhibit 4113		
1887	822	Deposition Exhibit	https://www.nascar.com/kidstix	Mumby Exhibit 4112		
1888	821	Deposition Exhibit	PAX LABS Events and Experiential Marketing 2015 Recap	Berger Exhibit 52005 Marand Iwanicki Exhibit 1505 Mumby Exhibit 4111	INREJUUL_00116988	INREJUUL_00117048
1889	820	Deposition Exhibit	06/15/2015 Email from Sarah Richardson to Richard Mumby Re: Influencers for PLOOM x HYPEBEAST	Mumby Exhibit 4109	JLI00216040	JLI00216054
1890	819	Deposition Exhibit	Video File - Hypebeast accomplice (vaping JUUL)	Mumby Exhibit 4108		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1891	818	Deposition Exhibit	08/01/2016 Email from Ashley Marand to Danna McKay Re: JUUL Inventory Talking Points	Mumby Exhibit 4106	JLI05662404	JLI05662411
1892	817	Deposition Exhibit	6/15/2015 Email from Monsees to Bowen, et al. attaching June 2015 board meeting 6/17/2015	Mumby Exhibit 4104	JLI00215978	JLI00216039
1893	816	Deposition Exhibit	02/16/2016 Email from Sarah Richardson to Tim Danaher Re: Cowen- catch up meeting? JUUL IRI Recap	Mumby Exhibit 4103	JLI00220162	JLI00220167
1894	815	Deposition Exhibit	Video file	Mumby Exhibit 4095		
1895	814	Deposition Exhibit	Photo of cash register area with JUUL display	Mumby Exhibit 4062		
1896	813	Deposition Exhibit	NYC - Time Square - JUUL Vaporized Advertisement - 2015	Mumby Exhibit 4050		
1897	812	Deposition Exhibit	Picture of Time Square retail shops and advertisements	Mumby Exhibit 4047		
1898	811	Deposition Exhibit	Marketing Images - JUUL Vaporized Ad shown in Times Square - 2015	Mumby Exhibit 4042	INREJUUL_00442548	INREJUUL_00442548
1899	810	Deposition Exhibit	Image of Times Square Billboards	Mumby Exhibit 4036		
1900	809	Deposition Exhibit	06/18/2015 Email from Chelsea Kania to Spencer Pederson, et al. Re: JUUL in Times Square	Mumby Exhibit 4035	JLI00351772	JLI00351776
1901	808	Deposition Exhibit	Photo of "Smoking Evolved" JUUL billboard advertisement	Mumby Exhibit 4032		
1902	807	Deposition Exhibit	10/06/2015 Email from Richard Mumby to Karen Phillips, et al. Re: JUUL - Harrisburg Update	Mumby Exhibit 4031	JLI00214152	JLI00214158
1903	806	Deposition Exhibit	Slides of JUUL Vaporized Campaign advertisement	Mumby Exhibit 4019		
1904	805	Deposition Exhibit	02/09/2015 Email from Chelsea Kania to Richard Mumby, et al. Re: Ploom Shoot Day 2 - Call Sheet	Mumby Exhibit 4014	JLI05216390	JLI05216392
1905	804	Deposition Exhibit	Page from Surgeon General Report and pages from Ploom Presentations	Mumby Exhibit 4010	INREJUUL_00121467	INREJUUL_00121467
1906	803	Deposition Exhibit	01/07/2015 Email from Richard Mumby to Kate Morgan, et al. Re: 2015.01 BOD Update_Marketing	Mumby Exhibit 4009 Garey Exhibit 2107 Richardson Exhibit 5020	JLI00211155	JLI00211180
1907	802	Deposition Exhibit	Pax Labs Presentation titled: "Marketing Welcome"	Mumby Exhibit 4004 Richardson Exhibit 5003	JLI00166355	JLI00166392
1908	798	Deposition Exhibit	4/3/2015 Email from Kate Morgan to Chris Beninati Re: Vapor Stream	Morgan Exhibit 1312	JLI30184683	JLI30184733
1909	794	Deposition Exhibit	9/13/2018 Email from Chelsea Kania to Kate Morgan Re: Advocacy Brainstorm	Morgan Exhibit 1295	INREJUUL_00285919	INREJUUL_00285922
1910	793	Deposition Exhibit	4/12/2018 Email from Kate Morgan to Andy Martin et al. Re: Bloomberg requesting info on current marketing initiative and images	Morgan Exhibit 1293	JLI00038309	JLI00038314
1911	787	Deposition Exhibit	#Vaporized with JUUL Photo	Morgan Exhibit 1246.3		
1912	782	Deposition Exhibit	#Vaporized with JUUL Photo with Adam Bowen	Morgan Exhibit 1235.1 Richardson Exhibit 5027		
1913	777	Deposition Exhibit	Shoot Assets, Smoking Evolved & Vaporized	Morgan Exhibit 1213	JLI30184685	JLI30184701
1914	773	Deposition Exhibit	Appearance of JUUL Devices vs. Other Slide	Monsees Slide 7		
1915	772	Deposition Exhibit	Chart of Juul's Enhanced Underage Youth Use Prevention Efforts Over Time	Monsees Slide 68		
1916	771	Deposition Exhibit	FDA Commissioner Scott Gottlieb's Statement, September 11, 2018	Monsees Slide 62		
1917	770	Deposition Exhibit	01/02/2019 Letter from Matthew Myers to Joseph Simons Re: Altria's investment in JLI	Monsees Exhibit 45104		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1918	769	Deposition Exhibit	FDA interim chief Janet Woodcock said last week it appears that JUUL was the e-cigarette company most responsible for creating this epidemic.	Monsees Exhibit 45103		
1919	768	Deposition Exhibit	09/09/2019 Letter from Mitchell Zeller to Kevin Burns Re: youth use of ENDS	Monsees Exhibit 45102		
1920	767	Deposition Exhibit	PowerPoint containing Vaporized Ad and Linda Testimonial	Monsees Exhibit 45101		
1921	766	Deposition Exhibit	01/03/2018 Email from CJ Watson to Jordan Brehove et al. Re: Age policy	Monsees Exhibit 45092 Valani Exhibit 40111	JLI10344468	JLI10344469
1922	765	Deposition Exhibit	PowerPoint with 1994 Congressional Testimony of James Johnson and a 2019 photo of James Monsees	Monsees Exhibit 45088		
1923	764	Deposition Exhibit	Video Excerpt of James Monsees's Congressional Testimony Re: "JUUL Labs isn't Big Tobacco" - US Congress hearing, Examining JUUL's role in the Youth Nicotine Epidemic, 7/25/2019	Monsees Exhibit 45087		
1924	762	Deposition Exhibit	The Silicon Valley Company Just Raised \$47 Million to Smoke Cigarette Makers, June 10, 2015 - inc.com	Monsees Exhibit 45082		
1925	761	Deposition Exhibit	James Monsees Retweet of Sarah Richardson Tweet - Entrepreneur 6 ways to get a fanatical customer base 06/17/2015	Monsees Exhibit 45079		
1926	760	Deposition Exhibit	Scott Dunlap - 6 Ways to Get a Fanatical Customer Base - 06/17/2015	Monsees Exhibit 45078		
1927	758	Deposition Exhibit	Ploom, Phase-C Brief, April 25, 2006	Monsees Exhibit 45075	JLI01017479	JLI01017482
1928	757	Deposition Exhibit	Jagwar Device Engineering Specification - JUUL System	Monsees Exhibit 45073 Walker Exhibit 627	JLI00875416	JLI00875424
1929	756	Deposition Exhibit	Interview with James Monsees - The Founder Podcast	Monsees Exhibit 45071		
1930	755	Deposition Exhibit	Chan, "How to Create an EPIC Physical Product which is sold over 500,000+ times with James Monsees", September 24, 2015	Monsees Exhibit 45070		
1931	754	Deposition Exhibit	07/09/2015 E-mail from James Monsees to Kate Morgan, Adam Bowen, Danna McKay Re: JUUL VIPs	Monsees Exhibit 45068	JLI03622121	JLI03622121
1932	753	Deposition Exhibit	01/02/2018 Email from Hank Handelsman to Ashley Gould et al. Re: Trying non-cigarette tobacco products raises odds teens try cigs later	Monsees Exhibit 45067	JLI01097664	JLI01097664_003
1933	752	Deposition Exhibit	Pax Labs Presentation titled: "Company Overview" - 2016	Monsees Exhibit 45066 Rouag Exhibit 6160	JLI00383850	JLI00383881
1934	751	Deposition Exhibit	8/15/2014 Tragon Corporation report titled: "JUUL Premium E-Cigarette Product and Consumer Exploration" -	Lunn Exhibit 8 (NCAG)	JLI04542949	JLI04542955
1935	750	Deposition Exhibit	05/29/2018 Email from Jessica Edmondson to Ashley Lassiter et al Re: Influencer Dept. Roundup	Lunn Exhibit 50 (NCAG)	JLI04543145	JLI04543148
1936	749	Deposition Exhibit	05/21/2015 Email from: Kate Morgan to Richard Mumby Re: Updated Seeding + JUUL Launch Party List	Lunn Exhibit 38 (NCAG) Morgan Exhibit 1234	JLI04543121	JLI04543129
1937	748	Deposition Exhibit	06/07/2015 Email from Rafael Burde To Scott Dunlap Re: eCommerce report - 6.1	Lunn Exhibit 37 (NCAG)	JLI04543044	JLI04543045
1938	747	Deposition Exhibit	JUUL Video Story Boards presentation, 2015	Lunn Exhibit 34 (NCAG)	JLI04543019	JLI04543043
1939	746	Deposition Exhibit	02/03/2015 Email from Chelsea Kania to Scott Dunlap Re: Welcome!	Lunn Exhibit 33 (NCAG)	JLI04543018	JLI04543018

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1940	745	Deposition Exhibit	3/02/2015 Scope of Work Agreement Between Ploom and GRxT Creative Group Re "Influencer Seeding Program"	Lunn Exhibit 3 (NCAG)	JLI04542930	JLI04542931
1941	743	Deposition Exhibit	Total Population RE: nicotine	Lunn Exhibit 11 (NCAG)	JLI04542967	JLI04542968
1942	742	Deposition Exhibit	9/4/2014 Discussion Guide Draft - JUUL	Lunn Exhibit 10 (NCAG)	JLI04542963	JLI04542966
1943	741	Deposition Exhibit	Tragon Report titled: "JUUL Web Survey - Online Research", Tragon Corporation, October, 2014	Lunn Def. Exhibit 3 (NCAG)	JLI04543582	JLI04543671
1944	740	Deposition Exhibit	Avail Vapor and Altria, Master Research and Information Sharing Agreement, 12/7/2015	Longest Exhibit 480	5191136367	5191136378
1945	739	Deposition Exhibit	10/04/2019 Email from Elizabeth Copeland to Bill Gardner Re: DO NOT OPEN UNTIL MONDAY - for 10am meeting	Longest Exhibit 479	5190433226	5190433227
1946	738	Deposition Exhibit	05/31/2019 Email from T.J. Edlich to KC Crosthwaite Re: JUUL Services report	Longest Exhibit 477	ALGAT0005560423	ALGAT0005560424
1947	737	Deposition Exhibit	Weinberg et al. "Tech's Low-Profile Unicorn Sells Juul Pods, Beer to College Students", The Information, May 22, 2019	Longest Exhibit 476	5191138722	5191138725
1948	736	Deposition Exhibit	05/22/2019 Email from Tarren Law to Kaitlin Longest Re: Article	Longest Exhibit 475	5191138721	5191138721
1949	735	Deposition Exhibit	Database Stats	Longest Exhibit 472	5191136342	5191136346
1950	734	Deposition Exhibit	Press Release titled: "Altria Makes \$12.8 billion Minority Investment in JUUL to Accelerate Harm Reduction and Drive Growth" - Business Wire - 2018	Longest Exhibit 471		
1951	733	Deposition Exhibit	02/15/2019 Email from T.J. Edlich to KC Crosthwaite Re: JUUL Integration	Longest Exhibit 464	ALGAT0004282193	ALGAT0004282194
1952	732	Deposition Exhibit	03/15/2019 Email from T.J. Edlich to KC Crosthwaite Re: JUUL	Longest Exhibit 463	ALGAT0004284948	ALGAT0004284949
1953	731	Deposition Exhibit	Statement of Work #16, July 1, 2019 - Altria Group and JLI	Longest Exhibit 458	JLI01339955	JLI01339966
1954	730	Deposition Exhibit	Statement of Work #10, March 29, 2019 - Altria Group and JLI	Longest Exhibit 457	JLI01339903	JLI01339911
1955	729	Deposition Exhibit	Statement of Work #9, April 26, 2019 - Altria Group and JLI	Longest Exhibit 456	JLI01339918	JLI01339926
1956	728	Deposition Exhibit	04/06/2020 Email from Jacqueline Tu to Nicole Baumstark and Lindsey Masouras Re: FINAL JUUL 2019 DM and EM Campaign Updates	Longest Exhibit 455	9566600104	9566600105
1957	727	Deposition Exhibit	JUUL Packaging - Juul DM, 6 panel trifold carrier, 100# Anthem Gloss Cover, September 19, 2019	Longest Exhibit 453	5210830992	5210830993
1958	726	Deposition Exhibit	06/03/2019 Email from JUUL to Jacqueline Tu Re: Try JUUL for 40% off	Longest Exhibit 452	5210733368	5210733372

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1959	725	Deposition Exhibit	03/08/2019 Email from JUUL to Jacqueline Tu Re: An offer for you...	Longest Exhibit 449	5210733359	5210733362
1960	724	Deposition Exhibit	02/22/2019 Email from JUUL to Jacqueline Tu Re: Meet JUUL, a satisfying alternative to Cigarettes	Longest Exhibit 448	5210733363	5210733367
1961	723	Deposition Exhibit	Statement of Work #8 executed between Altria Client Services and JUUL Labs Re: Direct Marketing and Database Support Services - 01/21/2019	Longest Exhibit 447	JLI01339927	JLI01339929
1962	722	Deposition Exhibit	Statement of Work #27 executed between Altria Client Services and JUUL Labs Re: Direct Marketing and Database Support Services - 8/15/2019	Longest Exhibit 446	JLI01339970	JLI01339972
1963	720	Deposition Exhibit	Statement of Work #18 executed between Altria Client Services and JUUL Labs Re: Direct Marketing and Database Support Services - 07/03/2019	Longest Exhibit 444	JLI01339967	JLI01339969
1964	719	Deposition Exhibit	JLI Presentation - Page titled "Direct Mail: Program Summary" - 3/5/2019	Longest Exhibit 440		
1965	718	Deposition Exhibit	Revised Statement of Work #3 - executed between Altria Client Services and JUUL Labs Re: Direct Marketing and Database Support Services - 01/16/2019	Longest Exhibit 439	JLI01339912	JLI01339914
1966	717	Deposition Exhibit	07/29/2019 Email from Kaitlin Longest to Nicole Baumstark Re: July 29th Service Discussion Pre-Read	Longest Exhibit 436	9560746415	9560746428
1967	716	Deposition Exhibit	07/19/2019 Email from Kaitlin Longest to Theodore Edlich Re: JUUL Update for 7/22/19	Longest Exhibit 435	5185237714	5185237715
1968	715	Deposition Exhibit	Statement of Work #2 Direct Marketing Support Services Inserts between Philip Morris & JUUL Labs -01/18/2019	Longest Exhibit 434	JLI01339874	JLI01339877
1969	714	Deposition Exhibit	03/07/2020 Email from Brian Daviduke to Tarren Law Re: Starting Documents	Longest Exhibit 433	9564499610	9564499611
1970	713	Deposition Exhibit	01/10/2019 Email from Brian Blaylock to 'tim@juul.com' Re: Altria presentations	Longest Exhibit 431	ALGAT0005018680	ALGAT0005018742
1971	712	Deposition Exhibit	Services Agreement - Altria Group, Inc. and JUUL Labs, Inc. - 12/20/2018	Longest Exhibit 428 Daviduke Exhibit 428 Gifford Exhibit 31017	ALGAT0004874208	ALGAT0004874243
1972	711	Deposition Exhibit	Altria Client Services Presentation - Page titled: "K. Longest Role Details"	Longest Exhibit 427		
1973	710	Deposition Exhibit	10/05/2015 JUUL 2016 Customer Research	Latronica Exhibit 40013	JLI31386551	JLI31386567
1974	709	Deposition Exhibit	Photograph of JUUL Ambassador in convenience store	Latronica Exhibit 40010	JLI01044304	JLI01044304
1975	707	Deposition Exhibit	6/30/2015 Email from victoriad@pax.com to Vincent Latronica Re: JUUL Store Manager Training Gurus	Latronica Exhibit 40008	JLI09182447	JLI09182467
1976	706	Deposition Exhibit	06/28/2015 Email from Thomas Kelly to Vincent Latronica Re: Juul Presentation	Latronica Exhibit 40007	JLI41351255	JLI41351255
1977	705	Deposition Exhibit	Photo of JUUL Vaporized Advertisement.	Latronica Exhibit 40004		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1978	704	Deposition Exhibit	01/05/2015 Email from Vincent Latronica to Joseph Gladstone Re: Juul Pitch Deck	Latronica Exhibit 40003	JLI41353005	JLI41353043
1979	703	Deposition Exhibit	03/05/2015 Email from Cole Garab to Robert Blackman et al. Re: Collaboration	Latronica Exhibit 40002	PAXMDL00145963	PAXMDL00145969
1980	702	Deposition Exhibit	JUUL Art-1340 Tri-Fold Juul Guide Round 7 09/22/2017	Kania Exhibit 59 Hong Exhibit 32014	INREJUUL_00445041 JLI05138128	INREJUUL_00445045 JLI05138132
1981	700	Deposition Exhibit	Excerpts of Underage Tobacco Use Landscape: Emergence of E-Vapor Product Use - Regulatory Research Support, 9/21/2018	Hunter Exhibit 17145	ALGAT0003402129	ALGAT0003402131
1982	699	Deposition Exhibit	10/24/2018 Email from Jennifer Hunter to Howard Willard and Edward Largo Re: PATH Wave 3 analyses	Hunter Exhibit 17143	ALGAT0003402126	ALGAT0003402127
1983	696	Deposition Exhibit	Altria Client Services Presentation titled: "Project Tree - December 2018"	Hunter Exhibit 17134		
1984	694	Deposition Exhibit	JUUL Social Media Presence (Facebook & Instagram) - January 12, 2016	Hunter Exhibit 17132		
1985	690	Deposition Exhibit	CDC Press Briefing Transcript: "E-cigarette use triples among middle and high school students in just one year" - 4/16/2015	Hunter Exhibit 17125 Henderson Exhibit 176		
1986	682	Deposition Exhibit	'NotMyWeight' Reddit Post	Hatton Exhibit 6121		
1987	681	Deposition Exhibit	Screenshot of current r/juul posts re vapor production issues	Hatton Exhibit 6120		
1988	680	Deposition Exhibit	12/15/2017 Email from Esteban Leon to Cole Hatton Re: sorry but had to link	Hatton Exhibit 6117	JLI08386178	JLI08386178
1989	679	Deposition Exhibit	02/07/2014 Email from Adam Bowen to Krista Hunter Re: hidden features	Hatton Exhibit 6115 (also used in 7/6/21 Bowen dep.)	JLI20266525	JLI20266527
1990	678	Deposition Exhibit	01/31/2015 Email from ProjectLocker SVN to Cole Hatton Re: Repository changes for revision r220	Hatton Exhibit 6109	JLI08357514	JLI08357515
1991	677	Deposition Exhibit	Altria Client Services Presentation titled: "JUUL Overview, June 2018"	Hatton Exhibit 6105		
1992	675	Deposition Exhibit	JUUL Labs - Jagwar Firmware Architecture Revision B - 02/26/2020	Hatton Exhibit 6101	JLI20024756	JLI20024789
1993	674	Deposition Exhibit	02/01/2016 Email from N. Pritzker to H. Handelsman Re: Meet the new it couple: Leonardo DiCaprio and his Vape Pen	Handelsman Exhibit 7005	JLI05669295	JLI05669296
1994	673	Deposition Exhibit	04/08/2018 Email from youthprevention to Ashley Gould, et al. Re: Combating Underage Use - a parent's perspective	Gould Exhibit 77	JLI00021180	JLI00021183
1995	672	Deposition Exhibit	Excerpts from Deposition of Charles Robbins	Gould Exhibit 74		
1996	671	Deposition Exhibit	Document with Gould public statements	Gould Exhibit 63		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
1997	669	Deposition Exhibit	JUUL Labs Continues to Build on National Program to Reduce Underage Use	Gould Exhibit 53	JLI01445580	JLI01445583
1998	668	Deposition Exhibit	08/07/2018 Email from Bryan Yip to Matt David, et al. Re: Question	Gould Exhibit 50	JLI00142292	JLI00142296
1999	667	Deposition Exhibit	08/10/2018 Email from Markian Sawczuk to Ashley Gould Re: Weekly Update (review YP)	Gould Exhibit 44	JLI00062835	JLI00062839
2000	666	Deposition Exhibit	04/17/2018 Email from Kevin Burns to Sara Fagen, et al. Re: Tobacco 21	Gould Exhibit 30 Cohen 26080	JLI10530193	JLI10530194;JLIUTC00638952
2001	665	Deposition Exhibit	JUUL Labs, Inc. Separation Agreement and Release for Ashley Gould, February 19, 2020	Gould Exhibit 3	JLI60122806	JLI60122819
2002	664	Deposition Exhibit	04/03/2018 Email from CJ Watson to Marc Batchan et al. Re: Loyalty card data	Gould Exhibit 29 Robbins Exhibit 28	JLI10530525	JLI10530526
2003	662	Deposition Exhibit	5/29/2018 Email from Nile Johnson to Chris Rice, Julie Henderson "Formal request for education materials/Portledge School in NY" attaching Youth Prevention School.pdf	Gould Exhibit 14	JLI00020704	JLI00020709
2004	660	Deposition Exhibit	11/07/2017 JUUL Board Meeting Deck	Goldman Exhibit 35051	JLI00657830	JLI00657884
2005	659	Deposition Exhibit	JUUL Vaporized Campaign advertisement	Goldman Exhibit 35041		
2006	658	Deposition Exhibit	JUUL Advertisement "Smoking Evolved" #JUULVAPORIZED	Goldman Exhibit 35039		
2007	657	Deposition Exhibit	NYC - Time Square JUUL Vaporized Advertisement.	Goldman Exhibit 35038		
2008	656	Deposition Exhibit	JUUL Vaporized advertisement	Goldman Exhibit 35037		
2009	652	Deposition Exhibit	08/30/2016 Email from Adam Bower to Kelly Long Re: Age Verification	Goldman Exhibit 35009	JLI06597271	JLI06597273
2010	651	Deposition Exhibit	10/17/2016 Email from Ashley Marand to Pam Tighe Re: WCBS TV Here	Goldman Exhibit 35007	JLI03661831	JLI03661832
2011	649	Deposition Exhibit	Altria Client Services Presentation titled: "Value Creation" - August 2018	Gifford Exhibit 31032	8490001137	8490001155
2012	648	Deposition Exhibit	Altria Article titled: "Our 10-Year Vision", Altria.com	Gifford Exhibit 31028		
2013	647	Deposition Exhibit	10/31/2018 Email from William Gifford to Murray Garnick Re: Publication of First Youth Juul Usage Data	Gifford Exhibit 31024	ALGAT0004335445	ALGAT0004335447
2014	646	Deposition Exhibit	09/26/2018 Email from 'ALCS Investor Relations Information Delivery' to Howard Willard et al. Re: Analyst Comments	Gifford Exhibit 31021 Garnick Exhibit 2321	ALGAT0004049441 ALGAT0004049516	ALGAT0004049442 ALGAT0004049550
2015	645	Deposition Exhibit	01/06/2019 Email from Murray Garnick to Howard Willard et al. Re: Juul proposal	Gifford Exhibit 31015	ALGAT0004046202	ALGAT0004046202
2016	644	Deposition Exhibit	10/25/2018 Email from Howard Willard to Nicholas Pritzker et al. Re: Altria Response to FDA Letter	Gifford Exhibit 31010	ALGAT0004036036	ALGAT0004036041
2017	642	Deposition Exhibit	05/10/2018 Email from Brian Blaylock to Howard Willard et al. Re: Project Tree - BOD Full presentation	Gifford Exhibit 31006	ALGAT0004206025	ALGAT0004206060
2018	641	Deposition Exhibit	Surgeon General's Advisory on E-cigarette Use Among Youth 2018	Gifford Exhibit 31002 Bowen Exhibit 11125		
2019	640	Deposition Exhibit	CDC article titled: "Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults"	Gifford Exhibit 31001		
2020	639	Deposition Exhibit	6/4/2015 Instagram post from user Coacd, commented on by Juulvapor	Garvey Exhibit 2138		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2021	638	Deposition Exhibit	Transcript of conversation with Departing FDA Commissioner Scott Gottlieb on His Tenure and Policy Reforms, Brookings.edu, March 19, 2019	Garnick Exhibit 2382		
2022	636	Deposition Exhibit	Lavito, "FDA Chief Accuses JUUL, Altria of Reneging on promise to combat 'epidemic' teen vaping use" CNBC, February 8, 2019	Garnick Exhibit 2378		
2023	635	Deposition Exhibit	Kaplan, "F.D.A. Accuses JUUL and Altria of Backing off Plan to Stop Youth Vaping", New York Times, January 4, 2019	Garnick Exhibit 2377		
2024	634	Deposition Exhibit	02/08/2019 Email from Murray Garnick to Jose Murillo et al. Re: CNBC: FDA chief accuses Juul, Altria of Reneging on promise to combat 'epidemic' teen vaping use	Garnick Exhibit 2344 Wilson Exhibit 30018	ALGAT0004046311	ALGAT0004046314
2025	633	Deposition Exhibit	01/06/2019 Email from Jose Murillo to Murray Garnick et al. Re: Idea	Garnick Exhibit 2343	ALGAT0004283772	ALGAT0004283773
2026	632	Deposition Exhibit	Garnick notes for Howard Willard's BOD update call titled: "Three topics: Restructuring, FDA, and Tree"	Garnick Exhibit 2330 Wilson Exhibit 30009	ALGAT0004196774	ALGAT0004196776
2027	631	Deposition Exhibit	09/12/2018 Email from Jose Murillo to Murray Garnick et al. Re: FDA taking new steps to address epidemic of youth e-Cigarette use	Garnick Exhibit 2324 Wilson Exhibit 30004	ALGAT0005495669	ALGAT0005495670
2028	630	Deposition Exhibit	Altria Presentation titled: "Regulatory & Litigation Update. ALG Board of Directors. February 2019"	Garnick Exhibit 2323		
2029	629	Deposition Exhibit	Article titled: "Proprietary Survey Sheds Light on Duel Over JUUL" Deutsche Bank Research, 9/25/2018	Garnick Exhibit 2322 Blaylock 2407	5185468634	5185468668
2030	627	Deposition Exhibit	07/20/2018 Email from Murray Garnick to Kevin Crosthwaite, et al. Re: Tree	Garnick Exhibit 2319	ALGAT0005464711	ALGAT0005464712
2031	626	Deposition Exhibit	05/09/2018 Email from David Fernandez to Murray Garnick et al. Re: Juul/youth issue	Garnick Exhibit 2315	ALGAT0003878050	ALGAT0003878051
2032	625	Deposition Exhibit	CBS News Article "Concerns over health effects of vaping - and rising use among teens" cbsnews.com, 2/26/2018	Garnick Exhibit 2312		
2033	624	Deposition Exhibit	02/26/2018 Email from Jay Moore to Murray Garnick and Anthony Reale Re: CBS News report	Garnick Exhibit 2311	ALGAT0002815869	ALGAT0002815869
2034	623	Deposition Exhibit	12/31/2017 Email from Brian Blaylock to Howard Willard et al. Re: Updated Project Tree presentation	Garnick Exhibit 2310	8490000522	8490000568
2035	622	Deposition Exhibit	Photos of JUUL Vaporized Advertising (2015 - 2018)	Garnick Exhibit 2307		
2036	621	Deposition Exhibit	Public Law 111-31 - June 22, 2009, "Family Smoking Prevention and Tobacco Control and Federal Retirement Reform"	Garnick Exhibit 2305 Gifford Exhibit 31025		
2037	620	Deposition Exhibit	Altria Client Services Presentation Titled: "Underage Tobacco Prevention: 2017 Update and Planning Presentation" - February 2017	Garnick Exhibit 2304		
2038	619	Deposition Exhibit	Document titled: "Murray Garnick Executive Compensation 2017-2020" from Altria Proxy Statements	Garnick Exhibit 2300		
2039	618	Deposition Exhibit	Document titled: "Terms of use of Labstat's Analytical Reports"	Gardner Exhibit 271		
2040	617	Deposition Exhibit	08/08/2019 Email from Monica Lee to Jose Murillo et al. Re: Regulatory guidance on JUUL proposed inhalation studies	Gardner Exhibit 269	ALGAT0005440233	ALGAT0005440234
2041	615	Deposition Exhibit	Safety Data Sheet. January 15, 2015. Sigma-Aldrich.	Gardner Exhibit 262		

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2042	609	Deposition Exhibit	09/13/2018 Email from Jacob Goldfield to Riaz Valani and Zach Frankel Re: [National] AMERICAN INSTITUTE FOR ECONOMIC RESEARCH: Vaping: Risky For Teens, But A Safe Target For The FDA	Frankel Exhibit 17783	MDL_RV0028564	MDL_RV0028566
2043	608	Deposition Exhibit	07/07/2015 Email from Riaz Valani to Zach Frankel Re: Update and call next week	Frankel Exhibit 17768 Valani Exhibit 40106	MDL_RV0026762	MDL_RV0026766
2044	606	Deposition Exhibit	10/05/2015 Email from Alexander Asseily to Riaz Valani et al. Re: Oct 5 PAX Board Notes	Frankel Exhibit 17766 Huh Exhibit 28015	MDL_AA0000245	MDL_AA0000246
2045	601	Deposition Exhibit	Document titled: "Text of Court-Ordered Corrective Statements: <i>United States v. Philip Morris USA Inc.</i>	Flora Exhibit 45121		
2046	599	Deposition Exhibit	Video Clip of the Deposition of Philip Morris CEO James Morgan - 4/17/1997	Flora Exhibit 45119		
2047	598	Deposition Exhibit	05/16/1988 Press Release from The Tobacco Institute "Claims that Cigarettes are Addictive Contradict Common Sense"	Flora Exhibit 45118	TIFL 0503130 (legacy)	TIFL 0503130 (legacy)
2048	597	Deposition Exhibit	09/09/1980 Memorandum from PK Knopick to Mr. Kloepper [Redacted]	Flora Exhibit 45117	000135335 (legacy)	000135336 (legacy)
2049	596	Deposition Exhibit	09/09/1980 Memorandum from PK Knopick to Mr. Kloepper	Flora Exhibit 45116	000135335 (legacy)	000135336 (legacy)
2050	595	Deposition Exhibit	08/12/1980 Memorandum from T.S. Osdene to R.B. Seligman, et al. Re: Evaluation of Major R&D Programs	Flora Exhibit 45115	000125871 (legacy)	000125872 (legacy)
2051	594	Deposition Exhibit	11/29/1977 Memorandum from T. S. Osdene to R.B. Seligman Re: Some Comments about the CTR Program	Flora Exhibit 45114	1005045000 (legacy)	1005045000 (legacy)
2052	593	Deposition Exhibit	11/03/1977 Memorandum from W.L. Dunn to T.S. Osdene Re: Proposed Study by Levy.	Flora Exhibit 45113	000128680 (legacy)	000128680 (legacy)
2053	592	Deposition Exhibit	Smoker Psychology Program Review - Philip Morris - 10/19/1977	Flora Exhibit 45112	000046538 (legacy)	000046546 (legacy)
2054	591	Deposition Exhibit	Dunn, "Motives and Incentives in Cigarette Smoking" - Presentation for Phillip Morris Research Center - 1972	Flora Exhibit 45111	1003291922 (legacy)	1003291939 (legacy)
2055	590	Deposition Exhibit	Dr. H Wakeham, et al. Memorandum titled: "Jet's Money Offer" - February 19, 1969	Flora Exhibit 45110	1003289921 (legacy)	1003289922 (legacy)
2056	589	Deposition Exhibit	Hand written notes from R.A. Tamol - Presentation Outline	Flora Exhibit 45109	0002862 (legacy)	0002867 (legacy)
2057	588	Deposition Exhibit	Hand written notes from R.A. Tamol - Possible Brand Development Areas	Flora Exhibit 45108	PT01057A	PT01057A
2058	587	Deposition Exhibit	Psychological Research from Dr. Dupis et al. August 26, 1959	Flora Exhibit 45107	1003075169 (legacy)	1003075171 (legacy)
2059	586	Deposition Exhibit	Oversight of Tobacco Products Video Clip - C-Span - 4/14/1994	Flora Exhibit 45106		
2060	585	Deposition Exhibit	10/11/2018 Document titled "Draft Script for Townhall"	Fernandez Exhibit 2228 Garnick 2336	ALGAT0004053356	ALGAT0004053363
2061	584	Deposition Exhibit	01/07/2019 Email from Alex Ogilvie to Pascal Fernandez et al. Re: eVapor reports - November 2018	Fernandez Exhibit 2226	ALGAT0004475735	ALGAT0004475778
2062	583	Deposition Exhibit	09/24/2018 Email from Edward Largo to Pascal Fernandez Re: GP setup slides 091918 6pm.pptx	Fernandez Exhibit 2224	ALGAT0003598648	ALGAT0003598652
2063	582	Deposition Exhibit	08/09/2018 Email from Zane G. Underwood (ALCS) to Bruce L. Neidle (ALCS) et al. Re: BoD Slides	Fernandez Exhibit 2222	ALGAT0004542581	ALGAT0004542582
2064	581	Deposition Exhibit	07/31/2018 Email from Pascal Fernandez to Howard Willard and KC Crosthwaite Re: E-Vapor ELT Update v4 7.30.18 (Draft).pptx	Fernandez Exhibit 2221 Willard Exhibit 13	ALGAT0003359749	ALGAT0003359793

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2065	580	Deposition Exhibit	06/08/2018 Email from Jon Getz to Kirby Forlin et al. Re: eVapor April 2018 report	Fernandez Exhibit 2220	ALGAT0000892118	ALGAT0000892120
2066	579	Deposition Exhibit	03/01/2018 Email from Bruce Neidle to William Gifford and Pascal Fernandez Re: Tobacco Space Share	Fernandez Exhibit 2215	ALGAT0000390831	ALGAT0000390832
2067	578	Deposition Exhibit	01/06/2017 Email from Laura Dahlgren to Pascal Fernandez and Bruce Neidle Re: JUUL Product Performance	Fernandez Exhibit 2212	ALGAT0000848128	ALGAT0000848129
2068	577	Deposition Exhibit	List of Positions Held by Pascal Fernandez at Altria	Fernandez Exhibit 2202		
2069	576	Deposition Exhibit	08/06/2018 Email from Nora Walker to Jessica Edmondson et al. Re: Product Marketing & Social	Edmondson-Taylor Exhibit 1463	JLI00368826	JLI00368826
2070	575	Deposition Exhibit	JUUL Master Subscriber List - Excerpts	Edmondson-Taylor Exhibit 1451		
2071	574	Deposition Exhibit	11/02/2017 Email from Taylor Russell to Jessica Edmondson Re: Insightpool + JUUL Check-in	Edmondson-Taylor Exhibit 1449	JLI03694990	JLI03694993
2072	573	Deposition Exhibit	3/22/2018 email from Martin to Edmondson "Bella Hadid interview"	Edmondson-Taylor Exhibit 1442	JLI04498052	JLI04498052
2073	572	Deposition Exhibit	12/22/2017 Email from Kate Morgan to Jessica Edmondson Re: Level of Brand Involvement with Celebrities under 30 - Invitation to edit	Edmondson-Taylor Exhibit 1440	JLI00448166	JLI00448167
2074	571	Deposition Exhibit	11/16/2017 Email from Edmondson to Luiz Mattos "Bella Hadid + JUUL"	Edmondson-Taylor Exhibit 1439	INREJUUL_00165037	INREJUUL_00165037
2075	570	Deposition Exhibit	JUUL-Related Tweets from Elijah Daniel (@elijahdaniel) - 2018-2020	Edmondson-Taylor Exhibit 1432		
2076	569	Deposition Exhibit	Elijah Daniel Wikipedia Page	Edmondson-Taylor Exhibit 1431		
2077	568	Deposition Exhibit	JUUL Twitter Screenshot - 10/12/2017	Edmondson-Taylor Exhibit 1429		
2078	567	Deposition Exhibit	10/19/2017 Email from Rachel Sebald to Damien Brown et al. Re: Influencer Recommendations	Edmondson-Taylor Exhibit 1418	JLI00497109	JLI00497111
2079	566	Deposition Exhibit	1/3/2018 Email from Edmondson to Memorable Pixels "Interested in sharing more #Juulmoments ?"	Edmondson-Taylor Exhibit 1415	JLI00536408	JLI00536414
2080	562	Deposition Exhibit	Video from JUUL Display	Dunlap Exhibit 29031		
2081	561	Deposition Exhibit	LinkedIn Profile of Scott Dunlap. August 12, 2021	Dunlap Exhibit 29023		
2082	560	Deposition Exhibit	Creswell and Kaplan, "How JUUL Hooked a Generation on Nicotine", New York Times, November 23, 2019	Dunlap Exhibit 29022		
2083	559	Deposition Exhibit	Kirkham, "JUUL Disregarded early evidence it was hooking teens", reuters.com, November 5, 2019	Dunlap Exhibit 29021		
2084	558	Deposition Exhibit	5/15/2015 JUUL Vaporized Ad	Dunlap Exhibit 29015		
2085	557	Deposition Exhibit	Color photo #vaporized	Mumby DX10		
2086	556	Deposition Exhibit	06/30/2015 Email from Chelsea Kania to Richard Mumby Re: JUUL and the Brand Message	Dunlap Exhibit 29005	INREJUUL_00174498	INREJUUL_00174499
2087	555	Deposition Exhibit	06/18/2015 Email from Lee Garvey to James Monsees et al. Re: JUUL Voice of the Consumer	Mumby Exhibit 4070		
2088	554	Deposition Exhibit	Section 907 of the Federal Food, Drug, and Cosmetic Act - Tobacco Product Standards. FDA	Pritzker 14036	JLI00373738	JLI00373744
2089	553	Deposition Exhibit	08/05/2015 Email from Joran Nicgorski to Fred Antonangeli Re: JUUL one Sheet (leave behind with item numbers)	Dunlap Exhibit 29004		
2090	552	Deposition Exhibit	PAX LABS Marketing Update	Dunlap Exhibit 29003	JLI41350064	JLI41350065
				Dunlap Exhibit 29002		
				Dunlap Exhibit 29000	INREJUUL_00441983	INREJUUL_00442023
				Garvey Exhibit 2101		

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2091	551	Deposition Exhibit	Greenleaf Health, "Project Tree: Regulatory Review" - December 13, 2018	Devitre Exhibit 31528 Blaylock Exhibit 2419	5185469782	5185469815
2092	550	Deposition Exhibit	08/15/2018 Email from Dinyar Devitre to Howard Willard Re: Draft Terms (5).doc	Devitre Exhibit 31522	8490000195	8490000198
2093	549	Deposition Exhibit	08/10/2018 Messages from Dinyar Devitre to Riaz Valani	Devitre Exhibit 31521	ALGAT0006492044	ALGAT0006492046
2094	548	Deposition Exhibit	August 2018 Messages from Peter Gross to Devitre LLC.	Devitre Exhibit 31511	ALGAT0006492049	ALGAT0006492052
2095	547	Deposition Exhibit	04/08/2019 Email from Brian Daviduke to Frederick Myers, et al. Re: ELT Discussions.pptx	Daviduke Exhibit 2723 Longest Exhibit 465	ALGAT0002940949	ALGAT0002940950
2096	546	Deposition Exhibit	Statement of Work #24 - Sales Support Services: September Thru October 2019, August 16th, 2019. Altria Group Distribution Co. et al.	Daviduke Exhibit 2721	JLI01339930	JLI01339936
2097	545	Deposition Exhibit	Statement of Work #14 - Sales Support Services, June 4th, 2019. Altria Group Distribution Co. et al.	Daviduke Exhibit 2720	JLI01339973	JLI01339975
2098	544	Deposition Exhibit	Statement of Work #13 - Sales Support Services: June Thru August 2019, May 29, 2019. Altria Group Distribution Co. et al.	Daviduke Exhibit 2719	JLI01339937	JLI01339942
2099	543	Deposition Exhibit	10/29/2019 Email from Brian Daviduke to Theodore Edlich, et al. Re: Completed: Please DocuSign: Altria JUUL Labs SOW #28 Sales Services (Nov-Dec)	Daviduke Exhibit 2716	5185567365	5185567377
2100	542	Deposition Exhibit	08/27/2019 Email from Brian Daviduke to Alexandra McGuire Re: Leveraging AGDC Draft 6.14	Daviduke Exhibit 2710	9564191177	9564191178
2101	541	Deposition Exhibit	08/16/2019 Email from Alexandra McGuire to Adrienne Fritz, et al. Re: JUUL Services Team - AM Call for September SOW	Daviduke Exhibit 2708	9560815956	9560815974
2102	540	Deposition Exhibit	SOW #4, Sales Support Services - Altria Group and JLI - 1/29/2019	Daviduke Exhibit 2706 Longest Exhibit 461	JLI01339886	JLI01339888
2103	539	Deposition Exhibit	Statement of Work #5, Fixture and Sales Support Services, Altria Group and JLI - 1/29/2019	Daviduke Exhibit 2705 Longest Exhibit 460	JLI01339889	JLI01339902
2104	538	Deposition Exhibit	Statement of Work #1 Fixture and Sales Services Speedway - Altria Group & JLI - 1/30/2019	Daviduke Exhibit 2704	JLI01426152	JLI01426154
2105	537	Deposition Exhibit	Brian Daviduke Position History 2003-2020	Daviduke Exhibit 2701		
2106	530	Deposition Exhibit	03/16/2009 Email from James Monsees to Riaz Valani et al. Re: new deck	Crosthwaite Exhibit 45062	JLI20796319	JLI20796322
2107	529	Deposition Exhibit	01/26/2009 Email from James Monsees to hive@ploomroom.com et al. Re: small marketing army division	Crosthwaite Exhibit 45061	JLI20763511	JLI20763511
2108	528	Deposition Exhibit	PLOOM Slide Deck - Brave New Ritual - March 2007	Crosthwaite Exhibit 45060	JLI01017483	JLI01017511
2109	527	Deposition Exhibit	Excerpt from JLI PMTA - Chemistry and Stability	Crosthwaite Exhibit 45059	JLI20002094	JLI20002443
2110	526	Deposition Exhibit	Demonstrative AA - Menthol and Cigarettes Basic Information, October 5, 2021 - CDC	Crosthwaite Exhibit 45057		
2111	525	Deposition Exhibit	Demonstrative Z - Menthol and Cigarettes Basic Information, October 5, 2021 - CDC	Crosthwaite Exhibit 45056		
2112	524	Deposition Exhibit	Document titled: "Marketing- Product Development, Preliminary Product Definition" - 2/24/2005, industrydocuments.ucsf.edu	Crosthwaite Exhibit 45055	3116600439	3116600442
2113	523	Deposition Exhibit	07/22/2018 Email from Murray Garnick to Howard Willard et al. Re: Letter of Nine AG's Urging FDA to Ban Flavored Tobacco Products	Crosthwaite Exhibit 45054	ALGAT0004231923	ALGAT0004231937

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2114	522	Deposition Exhibit	Klauser, Kim, "Menthol cigarettes and smoking initiation: a tobacco industry perspective", Tobacco Control, January 19, 2011	Crosthwaite Exhibit 45053		
2115	521	Deposition Exhibit	Demonstrative - Demo AN: Figure 1; Hersey et al., 2006; Substance Abuse and Mental Health Services Administration, 2006	Crosthwaite Exhibit 45052		
2116	520	Deposition Exhibit	Demonstrative - Demo V: SAMHSA About Us Page, samsha.gov, October 5, 2010 - USDHHS	Crosthwaite Exhibit 45051		
2117	519	Deposition Exhibit	Demonstrative AD2 - Letter to FDA re JUUL PMTA, April 27 2021	Crosthwaite Exhibit 45050		
2118	518	Deposition Exhibit	Demonstrative AD1 - Letter to FDA re JUUL PMTA, April 27 2021	Crosthwaite Exhibit 45049		
2119	517	Deposition Exhibit	Excerpt from JLI PMTA - Summary of the Health Risks of the Tobacco Product		JLI20002862	JLI20002902
2120	516	Deposition Exhibit	03/26/2019 Email from K.C. Crosthwaite to Kevin Burns Re: JUUL Inventory Constraints	Crosthwaite Exhibit 45048	JLI01392499	JLI01392499
2121	515	Deposition Exhibit	02/08/2019 Email from Richard Farrell to K.C. Crosthwaite Re:: February E-Vapor Business Update	Crosthwaite Exhibit 45047	ALGAT0003465669	ALGAT0003465710
2122	514	Deposition Exhibit	10/31/2019 Email from Jonathan Ocker to Guy Cartwright Re: here's the K.C. Executed Agreement	Crosthwaite Exhibit 45046	JLI41855288	JLI41855389
2123	513	Deposition Exhibit	09/22/2019 Email from K.C. Crosthwaite to 'kccros@gmail.com' Re: Highly Confidential - KC Request for CC Approval of Payment 09.23.2019	Crosthwaite Exhibit 45045	8031805465	8031805468
2124	512	Deposition Exhibit	09/13/2019 Email from K.C. Crosthwaite to Murray Garnick Re: Draft plan for CEO switch: Jupiter	Crosthwaite Exhibit 45044	ALGAT0003898375	ALGAT0003898377
2125	511	Deposition Exhibit	09/04/2019 Email from Murray Garnick to Howard Willard et al. Re: Advice to Jupiter	Crosthwaite Exhibit 45043	ALGAT0005381535	ALGAT0005381535
2126	510	Deposition Exhibit	07/24/2019 Email from Brian Henstorf to K.C. Crosthwaite Re: Initial thoughts on our conversation	Crosthwaite Exhibit 45042	ALGAT0003291275	ALGAT0003291276
2127	509	Deposition Exhibit	07/22/2019 Email from Carina Davidson to K.C. Crosthwaite Re: Revised documents	Crosthwaite Exhibit 45041	ALGAT0005410667	ALGAT0005410670
2128	508	Deposition Exhibit	07/22/2019 Email from David Wise to K.C. Crosthwaite Re: Outline ND KC - Draft 7.22 4:44 pm.docx	Crosthwaite Exhibit 45040	5185259183	5185259197
2129	507	Deposition Exhibit	07/21/2019 Email from K.C. Crosthwaite to James Wappler and David Wise RE: Scanned document from Crosthwaite, Kevin C.	Crosthwaite Exhibit 45039	ALGAT0003896155	ALGAT0003896165
2130	506	Deposition Exhibit	05/21/2019 Email from Kristen Killea to K.C. Crosthwaite Re: PMTA Analysis	Crosthwaite Exhibit 45037	ALGAT0003896395	ALGAT0003896396
2131	505	Deposition Exhibit	05/01/2019 Email from David Wise to KC Crosthwaite Re: Juul Discussion Draft 5.1.19 redline.pptx	Crosthwaite Exhibit 45036	ALGAT0005398132	ALGAT0005398133
2132	504	Deposition Exhibit	05/23/2018 Email from James Wappler to Kevin C. Crosthwaite Re: Tree	Crosthwaite Exhibit 45034	ALGAT0004319389	ALGAT0004319389
2133	503	Deposition Exhibit	01/28/2018 Email from Howard Willard to K.C. Crosthwaite Re: Strategy & Business Development January Update (v6).pdf	Crosthwaite Exhibit 45033	ALGAT0004010216	ALGAT0004010248
2134	502	Deposition Exhibit	01/28/2018 Email from K.C. Crosthwaite to Howard Willard Re: Project Tree Update	Crosthwaite Exhibit 45032	ALGAT0004051745	ALGAT0004051745

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2135	501	Deposition Exhibit	01/25/2018 Email from K.C. Crosthwaite to Howard Willard Re: Project Tree Updated Presentation	Crosthwaite Exhibit 45031	ALGAT0000111921	ALGAT0000111922
2136	500	Deposition Exhibit	01/03/2017 Email from K.C. Crosthwaite to Howard Willard and Denise Keane Re: S&BD Project Tracker	Crosthwaite Exhibit 45030	3316555400	3316555411
2137	499	Deposition Exhibit	4/29/2005 - PD - Marketing Planning Meeting Notes - UCSF Library. https://www.industrydocuments.ucsf.edu/docs/#id=pxnb0226	Crosthwaite Exhibit 45029	3029908205	3029908212
2138	498	Deposition Exhibit	Mickle, "Marlboro Black Lures Millennials Who Shunned Cowboy Image", <i>wsj.com</i> , November 28, 2016	Crosthwaite Exhibit 45028		
2139	497	Deposition Exhibit	Demonstrative - Demo AK: "Marlboro Black" Advertisement - <i>store2door.us</i>	Crosthwaite Exhibit 45027		
2140	496	Deposition Exhibit	Demonstrative - Demo AG: Public Law 111-31, Family Smoking Prevention, - Pages 3-4 - TCA, - 6/22/2009	Crosthwaite Exhibit 45026		
2141	495	Deposition Exhibit	Marlboro Seasonal Preliminary Product Definition, 2/24/2005	Crosthwaite Exhibit 45025	3062264776	3062264779
2142	494	Deposition Exhibit	12/09/2004 Email from Boyan Nikolov to Michelle Baculis et al. Re: Marlboro Menthol Image Qualitative Study Report	Crosthwaite Exhibit 45024	PM3006426751	PM3006426767
2143	493	Deposition Exhibit	Demonstrative - Demo I: Page 1606 of <i>U.S. v. Philip Morris</i> , 449 F.Supp.2d 1 (D.D.C. Aug. 17, 2006)	Crosthwaite Exhibit 45023		
2144	492	Deposition Exhibit	Demonstrative - Demo AH: Master Settlement Agreement	Crosthwaite Exhibit 45022		
2145	491	Deposition Exhibit	Demonstrative - Demo E: The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. https://www.ncbi.nlm.nih.gov/books/NBK294302/ , captured 8/13/21	Crosthwaite Exhibit 45021		
2146	490	Deposition Exhibit	Demonstrative - Demo D: Surgeon General Report 2020, page 4	Crosthwaite Exhibit 45020		
2147	489	Deposition Exhibit	Demonstrative - Demo H: "Preventing Tobacco Use Among Youth and Young Adults", Surgeon General Report 2012 - Consumer Booklet	Crosthwaite Exhibit 45019		
2148	488	Deposition Exhibit	Demonstrative - Demo AO: Pages 598-599 from "Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General", Surgeon General Report 2012 - USDHHS	Crosthwaite Exhibit 45018		
2149	487	Deposition Exhibit	01/29/2019, Altria Review Executive Office Changes Presentation	Crosthwaite Exhibit 45017	ALGAT0000081036	ALGAT0000081061
2150	486	Deposition Exhibit	Altria Notice of Annual Meeting of Shareholders and Proxy Statement, 2019	Crosthwaite Exhibit 45015		
2151	485	Deposition Exhibit	Citizens for Tobacco Rights Webpage	Crosthwaite Exhibit 45014		
2152	484	Deposition Exhibit	09/07/2017 E-mail from Citizens for Tobacco Rights to K.C. Crosthwaite Re: A banner year for citizens for Tobacco Rights!	Crosthwaite Exhibit 45013	ALGAT0000369608	ALGAT0000369609
2153	483	Deposition Exhibit	Demonstrative - Demo AC2: Letter to FDA re JUUL PMTA, April 27 2021, page 16	Crosthwaite Exhibit 45012		
2154	481	Deposition Exhibit	Demonstrative - Demo C: JUUL Labs "Health Effects" https://www.juulabs.com/about/health-effects , October 6, 2021	Crosthwaite Exhibit 45010		
2155	480	Deposition Exhibit	Demonstrative - Demo K: 2012 Surgeon General Report, Page 8	Crosthwaite Exhibit 45009		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2156	479	Deposition Exhibit	03/03/2006 Email from Boyan Nikolov to Francisca Rahardja et al. Re: Marlboro Blend No. 27 Imagery Study	Crosthwaite Exhibit 45008	PM3034428853	PM3034428863
2157	478	Deposition Exhibit	Marlboro Blend No. 27 Retail Sell Sheet	Crosthwaite Exhibit 45007		
2158	477	Deposition Exhibit	Video clip of deposition of James Morgan Re Gummy bears, April 17, 1997	Crosthwaite Exhibit 45006		
2159	476	Deposition Exhibit	Page 9 of "The Health Consequences of Smoking, A Report of the Surgeon General, 1988" USDHHS	Crosthwaite Exhibit 45005		
2160	475	Deposition Exhibit	KC Crosthwaite Former LinkedIn Profile - linkedin.com	Crosthwaite Exhibit 45004		
2161	474	Deposition Exhibit	KC Crosthwaite Current LinkedIn Profile, 2021 - linkedin.com	Crosthwaite Exhibit 45003		
2162	471	Deposition Exhibit	01/19/2018 Memo from Matt Rhoades et al. to Ashley Gould Re: Strategic Messaging for 2018	Cohen Exhibit 26079 Gould Exhibit 2	JLI41753095	JLI41753097
2163	470	Deposition Exhibit	01/04/2018 Email from Jenny Kim to Chelsea Kania et al Re: labeling	Cohen Exhibit 26063 Kania Exhibit 58	JLI00319397	JLI00319397
2164	468	Deposition Exhibit	10/15/2015 Email from Kania to Moraes and Powers "Juul Juice Packaging Final - For review"	Cohen Exhibit 26058	JLI05133993	JLI05133994
2165	467	Deposition Exhibit	10/13/2015 Email from Kania to Cohen and Pedersons "packaging updates"	Cohen Exhibit 26057 Kania Exhibit 57	JLI04503813	JLI04503815
2166	463	Deposition Exhibit	Non-binding Term Sheet between JLI and Pinney Associates, December 12, 2018	Cohen Exhibit 26026	JLI06911341	JLI06911351
2167	458	Deposition Exhibit	09/02/2013 Email from Nicholas Pritzker to Gal Cohen Re: Trefis: 10% share of e-cig oppty worth \$5B to Altria	Cohen Exhibit 26004	JLI42813973	JLI42813973
2168	454	Deposition Exhibit	Video - CNBC Kevin Burns Interview - Vaporized America's e-cigarette addiction	Burns Exhibit 8515		
2169	453	Deposition Exhibit	10/25/2018 Letter from Altria to FDA in response to FDA letter Re: underage access to and use of e-vapor products	Burns Exhibit 8512		
2170	452	Deposition Exhibit	11/13/2018 Letter to FDA from Kevin Burns Re: JUUL Labs, Inc.'s Action Plan	Burns Exhibit 8511	JLI00548282	JLI00548306
2171	451	Deposition Exhibit	Truth Initiative Infographic, June 2018	Burns Exhibit 8507		
2172	449	Deposition Exhibit	01/16/2018 Email from Kevin Burns to Itai Turbahn Re: Followup on YP meeting - age verification flow test plan	Burns Exhibit 8503	JLI04824074	JLI04824077
2173	448	Deposition Exhibit	USDH, E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General, Executive Summary, 2016	Burns Exhibit 8502 Monsees Exhibit 45069		
2174	447	Deposition Exhibit	Walley and Jensson, Pediatrics Article on "Electronic Nicotine Delivery System" American Academy of Pediatrics, November 2015	Burns Exhibit 8501		
2175	446	Deposition Exhibit	Brands and their various flavors with their JUUL Name	Brown Exhibit 5058		
2176	444	Deposition Exhibit	07/08/2019 Email from Nick Brown to Kelly Mortensen, et al. Re: PMTA Reformulations	Brown Exhibit 5038	JLI30688366	JLI30688368
2177	442	Deposition Exhibit	Alternative Ingredients, Inc., Formula ID: PL2520357E, Product ID: N&A Mango E-Liquid 5% January 20, 2017	Brown Exhibit 5029	JLI05167774	JLI05167775
2178	441	Deposition Exhibit	01/25/2018 Email from Nick Brown to Kevin Burns Re: flavors & strengths & devices	Brown Exhibit 5022	JLI00153419	JLI00153420
2179	440	Deposition Exhibit	Pax Labs Inc. Presentation titled: "National Sales Meeting 2015"	Brown Exhibit 5018		
2180	436	Deposition Exhibit	Tragon Report titled "Pax Labs, Inc. Qualitative and HUT Report" October 20, 2016	Brown Exhibit 5003		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2181	435	Deposition Exhibit	Demonstrative, 04/14/2014 "Gateway to Addiction?, A Survey of Popular Electronic Cigarettes Manufacturers and Targeted Marketing to Youth - Table 3: E-Cigarette Manufacturers' Use of Characterizing Flavors"	Bowen Exhibit DEM-W		
2182	434	Deposition Exhibit	Demonstrative, Surgeon General's Advisory on E-Cigarette Use Among Youth, 2018	Bowen Exhibit DEM-V		
2183	433	Deposition Exhibit	Demonstrative - Transcript for CDC press briefing: E-cigarette use triples among middle and high school students in just one year, April 16, 2015	Bowen Exhibit DEM-U		
2184	432	Deposition Exhibit	Demonstrative - Senator Richard Durbin et al., "Gateway to Addiction? A Survey of Popular Electronic Cigarette Manufacturers and Targeted Marketing to Youth" April 14, 2014	Bowen Exhibit DEM-T		
2185	431	Deposition Exhibit	Demonstrative - FDA Press Release "FDA Warns of Health Risks Posed by E-cigarettes" casaa.org, 2009	Bowen Exhibit DEM-S		
2186	430	Deposition Exhibit	Demonstrative - Smoking Cessation: A Report of the Surgeon General, 2020 (2)	Bowen Exhibit DEM-R		
2187	429	Deposition Exhibit	Demonstrative - Master Settlement Agreement, p.14	Bowen Exhibit DEM-Q		
2188	428	Deposition Exhibit	Demonstrative - Family Smoking Prevention and Tobacco Control & Federal Retirement Reform, July 22, 2009 (2)	Bowen Exhibit DEM-P		
2189	427	Deposition Exhibit	Demonstrative - Family Smoking Prevention and Tobacco Control & Federal Retirement Reform, July 22, 2009 (1)	Bowen Exhibit DEM-O		
2190	426	Deposition Exhibit	Demonstrative - Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General, 2012 (3)	Bowen Exhibit DEM-N		
2191	425	Deposition Exhibit	Demonstrative - Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General, 2012 (2)	Bowen Exhibit DEM-M		
2192	424	Deposition Exhibit	Demonstrative - Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General, 2012 (1)	Bowen Exhibit DEM-L		
2193	423	Deposition Exhibit	Demonstrative, 2016 Surgeon General Fact Sheet - E-Cigarette Use Among Youth and Young Adults	Bowen Exhibit DEM-J		
2194	422	Deposition Exhibit	Demonstrative, "Why is Nicotine Unsafe for Kids, Teens, and Young Adults?" CDC Office on Smoking and Health, "Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults," March 2019	Bowen Exhibit DEM-I		
2195	421	Deposition Exhibit	Demonstrative - Smoking Cessation: A Report of the Surgeon General, 2020 (1)	Bowen Exhibit DEM-H		
2196	420	Deposition Exhibit	Demonstrative - Washington Post Article, "We killed the cigarette. What we got in return is mango-flavored nicotine in 'party mode'" washingtonpost.com - 08/08/2018	Bowen Exhibit DEM-F Bowen Exhibit DEM-G		
2197	419	Deposition Exhibit	Demonstrative - April 27, 2021 Letter to FDA from public health organizations RE: Premarket Tobacco Product Application for JUUL	Bowen Exhibit DEM-D Crosthwaite Exhibit 45011		
2198	418	Deposition Exhibit	Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students- US 2011-2018	Bowen Exhibit DEM-C		
2199	417	Deposition Exhibit	Demonstrative - "FDA Chief Ties Ecigarette Maker to Nicotine Addiction in Kids," bloomberg.com, June 23, 2021	Bowen Exhibit DEM-B		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2200	416	Deposition Exhibit	Demonstrative - CDC Press Release - "E-cigarette use triples among middle and high school students in just one year" CDC Online Newsroom - April 16, 2015	Bowen Exhibit DEM-AL		
2201	415	Deposition Exhibit	Demonstrative - 'The Morning Buzz' Twitter Page, January 25, 2017	Bowen Exhibit DEM-AH		
2202	414	Deposition Exhibit	Demonstrative - JUUL Labs "Health Effects" https://www.juulabs.com/about/health-effects , July 2,	Bowen Exhibit DEM-A		
2203	413	Deposition Exhibit	Demonstrative - 03/02/2015 Email from Adam Bowen to Chelsea Kania Re: Please review JUUL draft B2C copy	Bowen Exhibit DEM-304	JLI04475468	JLI04475468
2204	412	Deposition Exhibit	Demonstrative - PLOOM, Executive Summary - Health Benefits, 2010	Bowen Exhibit DEM-303	JLI31504083	JLI31504083
2205	411	Deposition Exhibit	Demonstrative - a better option, January 2007 - ploom	Bowen Exhibit DEM-302	JLI01437649	JLI01437649
2206	410	Deposition Exhibit	The rational future of smoking - Adam Bowen Thesis presentation Notes	Bowen Exhibit 4 (ITC)	JLI01421881	JLI01421946
2207	409	Deposition Exhibit	11/21/2015 Email from Piotr Brzezinski to Hoyoung Huh Re: BOD deck draft	Bowen Exhibit 11152	INREJUUL_00061650	INREJUUL_00061709
2208	408	Deposition Exhibit	01/13/2016 Slack messages between Adam Bowen and Gal Cohen re SFATA	Bowen Exhibit 11151	PAXSLK00002690	PAXSLK00002690
2209	407	Deposition Exhibit	04/27/2021 letter from American Academy of Pediatrics and other organizations to FDA Re: Premarket Tobacco Product Application for JUUL	Bowen Exhibit 11150 Cohen Exhibit 26084		
2210	406	Deposition Exhibit	09/20/2013 Email from Gal Cohen to Adam Bowen Re: Thoughts on advertising / promotion, and attachment: "Ploom, Advertising / promotional considerations, Sept, 20, 2013"	Bowen Exhibit 11148	JLI04476414	JLI04476415
2211	403	Deposition Exhibit	PMTA - Switching - Excerpt of n-9-full-population-modeling-report	Bowen Exhibit 11145	JLI20136046 JLI20136142	JLI20136050 JLI20136143
2212	402	Deposition Exhibit	March 26, 2021 Letter from FDA U.S. Food & Drug Admin to JUUL Labs Inc, Re: FDA Submission tracking Numbers	Bowen Exhibit 11144	JLI60025707	JLI60025721
2213	401	Deposition Exhibit	05/04/2018 email from Adam Bowen to Ashley Gould Re: Review: Op-Ed to Submit to Washington Post (or another newspaper)	Bowen Exhibit 11143	JLI42868669	JLI42868675
2214	400	Deposition Exhibit	Freedman, David, "How Do You Sell a Product When You Can't Really Say What It Does?" Inc.com, May 2014	Bowen Exhibit 11142		
2215	399	Deposition Exhibit	09/25/2018 Video: StrictlyVC Insider Series Presents: JUUL Founders Adam Bowen and James Monsees	Bowen Exhibit 11141		
2216	398	Deposition Exhibit	08/20/2009 Email from Tony Kim to Adam Bowen Re: ploom partners update	Bowen Exhibit 11140	JLI07820490	JLI07820492
2217	397	Deposition Exhibit	Bowen Declaration In Support Of Patent Application for Nicotine Salt Formulations for Aerosol Devices and Methods Thereof, United States Patent and Trademark Office - October 28, 2015	Bowen Exhibit 11136	JLI40160313	JLI40160334
2218	396	Deposition Exhibit	2/5/2018 Buzzfeed: 24 Tweets About Juul's That Only Teens Will Find Funny	Bowen Exhibit 11134		
2219	395	Deposition Exhibit	02/05/2018 Slack message Re: Buzzfeed article, 24 tweets about juuls that only teens find funny	Bowen Exhibit 11133	JLI50325318	JLI50325319
2220	394	Deposition Exhibit	02/20/2018 Email from Chelsea Kania to Bob Robbins et al Re: Flavor strategy & partner negotiation approach	Bowen Exhibit 11132	JLI10531951	JLI10531958

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2221	393	Deposition Exhibit	04/07/2016 Email from JUUL Labs to Adam Bowen Re: Perfectly Sweet	Bowen Exhibit 11131	JLI20724352	JLI20724352
2222	392	Deposition Exhibit	Pax Labs, Inc. Presentation titled: Sampling JUUL, 2015	Bowen Exhibit 11130 Latronica 40009	INREJUUL_00448150	INREJUUL_00448168
2223	391	Deposition Exhibit	10/20/2017 Email from Adam Bowen to Sonia Kastner Re: Around next week?	Bowen Exhibit 11129	JLI10503395	JLI10503395
2224	390	Deposition Exhibit	01/14/2008 Email from A. Bowen to G. Cohen et al. Re: Could you do a meeting next week Wed 8:30am in palo alto?	Bowen Exhibit 11127 Monsees Exhibit 45094	JLI20770098	JLI20770100
2225	389	Deposition Exhibit	10/26/2017 Email from Adam Bowen to Ryan Powers et al. Re: ASAP . two Missing Disclosures	Bowen Exhibit 11126	JLI05628440	JLI05628442
2226	388	Deposition Exhibit	JUUL Vapor Platform PowerPoint Presentation	Bowen Exhibit 11124	INREJUUL_00441331	INREJUUL_00441337
2227	387	Deposition Exhibit	12/15/2010 Email from James Monsees to Adam Bowen Re: Focus	Bowen Exhibit 11123 Bowen Exhibit 4 (NCAG)	JLI20774097	JLI20774101
2228	386	Deposition Exhibit	05/04/2017 Email from Adam Bowen to Chelsea Kania Re: JUUL consumer research topics	Bowen Exhibit 11122	INREJUUL_00304212	INREJUUL_00304213
2229	385	Deposition Exhibit	Ploom National Sales Meeting 2014 - Pax Labs	Bowen Exhibit 11121	INREJUUL_00441843	INREJUUL_00441958
2230	384	Deposition Exhibit	Yakowicz, Will 2015 This Silicon Valley Company Just Raised \$47 Million to Smoke Cigarette Makers	Bowen Exhibit 11120		
2231	383	Deposition Exhibit	04/19/2018 Email from Julie Henderson to Lynn Campbell Re: May 15th, and attachments: "Ten Tips For Prevention For Parents" and "E-Cigarettes & Your Children - The Science"	Bowen Exhibit 11119	JLI00023711	JLI00023716
2232	382	Deposition Exhibit	04/26/2018 Email from Dan Myers to Philip Barone et al. Re: Brad's slides from today, plus an extra presentation on aerosol basics	Bowen Exhibit 11118	JLI00380587	JLI00380588
2233	381	Deposition Exhibit	02/02/2018 Email from Adam Bowen to Kevin Burns Re: addiction	Bowen Exhibit 11117	JLI00147247	JLI00147247
2234	380	Deposition Exhibit	Video clip of James Monsees Testimony before Congress - E-Cigarettes & Teen Usage	Bowen Exhibit 11116		
2235	379	Deposition Exhibit	06/15/2018 Email from Adam Bowen to Michael Pollan Re: JUUL as the #1 cigarette alternative	Bowen Exhibit 11115	JLI20793702	JLI20793703
2236	378	Deposition Exhibit	03/03/2018 Email from Chelsea Kania to Ashley Gould Re: Values Update	Bowen Exhibit 11114	JLI10530939	JLI10530942
2237	377	Deposition Exhibit	07/22/2019 Email from David Wise to K.C. Crosthwaite Re: Outline NC KC	Blaylock Exhibit 40067		
2238	376	Deposition Exhibit	07/22/2019 Email from David Wise to James Wappler Re: Draft Documents	Blaylock Exhibit 40066		
2239	375	Deposition Exhibit	07/09/2019 Email from Kevin Burns to Howard Willard Re: Feedback on Youth Vaping Prevention Plan	Blaylock Exhibit 40062	ALGAT0003284420	ALGAT0003284420
2240	374	Deposition Exhibit	Altria Client Services Presentation titled: Business Review E-Vapor, October 16, 2018	Blaylock Exhibit 2416	ALGAT0000979255	ALGAT0000979283
2241	373	Deposition Exhibit	Table of Contents, November 2018 - Altria Client Services	Blaylock Exhibit 2409		
2242	372	Deposition Exhibit	11/03/2018 Email from Robert Buell to Jose Murillo Re: Tree Briefing Materials	Blaylock Exhibit 2408		
2243	371	Deposition Exhibit	12/20/2018 Email from K.C. Crosthwaite to Richard Jupe Re: Documents and timeline for tomorrow	Blaylock Exhibit 2402 Longest Exhibit 432	ALGAT0005459581	ALGAT0005459603
2244	370	Deposition Exhibit	Altria Client Services Presentation titled: E-Vapor Business Update - Juul, October 2017	Blaylock Exhibit 1754		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2245	369	Deposition Exhibit	10/25/2018 Email from Nicholas Pritzker to Howard Willard et al. Re: Proposed Next Steps	Blaylock Exhibit 1752	JLI10518738	JLI10518739
2246	368	Deposition Exhibit	DRAFT Outline for Meeting with Commissioner Gottlieb, October 1, 2018 - Altria	Blaylock Exhibit 1744 Willard Exhibit 38	ALGAT0004047986	ALGAT0004047991
2247	367	Deposition Exhibit	12/15/2017 Altria Client Services Presentation titled: Juul Labs Investor Presentation	Blaylock Exhibit 1723	ALGAT0005054128	ALGAT0005054173
2248	366	Deposition Exhibit	Altria Client Services Presentation titled: Preliminary Draft of Project Tree Meeting Materials, September 2017	Blaylock Exhibit 1721		
2249	365	Deposition Exhibit	04/20/2018 Letter from Kevin Burns to Howard Willard Re: Altria investment in JUUL	Blaylock Exhibit 1718	ALGAT0004201746	ALGAT0004201748
2250	364	Deposition Exhibit	05/00/2017 premiumsolutions Presentation titled: JUUL Fighter Qualitative Research Report of Findings	Blaylock Exhibit 1713		
2251	363	Deposition Exhibit	12/12/2017 Altria Client Services Presentation titled: Nu Mark Business Update	Blaylock Exhibit 1709	ALGAT0000042083	ALGAT0000042168
2252	362	Deposition Exhibit	11/10/2017 Email from Traci Martin to Richard Jupe et al. Re: JUUL Overview - Understanding the Competition to Effectively Develop Panama	Blaylock Exhibit 1707	ALGAT0001003407	ALGAT0001003407
2253	322	Deposition Exhibit	01/30/2014 Email from Ari Atkins to Adam Bowen Re: UV spectrometer	Atkins Exhibit 1942 Xing Exhibit 8029	JLI04627735	JLI04627736
2254	315	Deposition Exhibit	Ploom - Brave new ritual - Stanford Thesis presentation	Atkins Exhibit 1928	JLI01437643	JLI01437675
2255	314	Deposition Exhibit	2/12/2019 JUUL Labs Disclosure Packet	Atkins Exhibit 1924 Valani Exhibit 40101	JLI04725448	JLI04725582
2256	308	Deposition Exhibit	JUUL Labs Presentation: JL-19-015 Priming Puff Study	Atallah Exhibit 25030	JLI42488655	JLI42488655
2257	307	Deposition Exhibit	Ames, Mark 2015 The Poor, the young, the black and the stupid": Inside Big Tobacco's plans to kill a billion people	Asseily Exhibit 11009		
2258	305	Deposition Exhibit	07/04/2015 Email from Nicholas Pritzker to Alexander Asseily Re: Pando: "The poor, the young, the black and the stupid": Inside Big Tobacco's plans to kill a billion people	Asseily Exhibit 11006 Pritzker Exhibit 14041	MDL_AA0000351	MDL_AA0000351
2259	304	Deposition Exhibit	07/06/2015 Email from Alexander Asseily to Riaz Valani Re: Update and call next week	Asseily Exhibit 11005	MDL_AA0000352	MDL_AA0000354
2260	303	Deposition Exhibit	05/19/2015 Email from Riaz Valani to Alexander Asseily and Zach Frankel Re: PAX thoughts - May 15	Asseily Exhibit 11002	MDL_AA0000317	MDL_AA0000322
2261	302	Circle K Production	Circle K Distribution Dashboard (state wide)		CIRK00029065	CIRK00029065
2262	301	Circle K Production	Circle K Distribution List of JUUL Retailers (state wide)		CIRK00001104	CIRK00001104
2263	296	Party Production	STARS Measures and Retailer Data (JUUL 2019) - CONFIDENTIAL		STARS_00000006	STARS_00000006
2264	295	Party Production	STARS Measures and Retailer Data (JUUL 2018) - CONFIDENTIAL		STARS_00000005	STARS_00000005
2265	294	Party Production	STARS Measures and Retailer Data (JUUL 2017) - CONFIDENTIAL		STARS_00000004	STARS_00000004
2266	293	Party Production	STARS Measures and Retailer Data (JUUL 6-13-2015 to 12-31-2016) - CONFIDENTIAL		STARS_00000003	STARS_00000003
2267	292	Party Production	STARS Measures and Retailer Data (JUUL 1-1-2020 to 3-31-2020) - CONFIDENTIAL		STARS_00000002	STARS_00000002
2268	291	Party Production	STARS Item Data (JUUL) - CONFIDENTIAL		STARS_00000001	STARS_00000001
2269	290	Party Production	3/22/2019, Dan Myers Slack Messages		JLI52313214	JLI52313218
2270	289	Party Production	JUUL Pharmacokinetics Studies Update (9/20/17) (Color)		JLI11176214	JLI11176214

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2271	288	Party Production	9/14/2019, JUUL Labs PowerPoint: PK Update - New Defense Color Version		JLI09560160	JLI09560160
2272	287	Party Production	Chemical Puff Profile of Priming Puffs (JUUL Preclinical) (Color)		JLI06566370	JLI06566370
2273	286	Party Production	02/12/2019 Email from Justin Fisk to Larry Bradley Re: Altria Call		JLI01010641	JLI01010643
2274	285	Party Production	Wingle Technology Nicotine Salts E-liquid Overview (May		JLI00907042	JLI00907081
2275	284	Party Production	Preliminary Observations of JUUL Aerosol Characteristics (Dan Myers January 2018) (Color)		JLI00718391	JLI00718391
2276	283	Party Production	JUUL Labs PowerPoint: Proof of Concept Studies for HPHC Analysis of Formulation Aerosol and E-Liquid Using PTR-MS Methodology At Ionicon		JLI00587797	JLI00587797
2277	282	Party Production	10/15/2017 Harshness Research Plans, Clinical Studies on Nicotine - JLI		JLI00551755	JLI00551765
2278	281	Party Production	12/02/2016 Email from James Monsees to Riaz Valani Re: BAT		JLI00380274	JLI00380274
2279	280	Party Production	Alternative Ingredients, HPHC's & Ingredient List in One, Excel Chart		INREJUUL_00351396	INREJUUL_00351396
2280	279	Party Production	PLOOM Presentation: Market Product Comparison Pre-Launch (mid-2014)		INREJUUL_00349883	INREJUUL_00349899
2281	278	Party Production	Pax Labs presentation titled "PAXLABS Company Overview"		INREJUUL_00349529	INREJUUL_00349560
2282	277	Party Production	Pax Labs presentation titled "PAXLABS Board Meeting December 7, 2015"		INREJUUL_00278288	INREJUUL_00278401
2283	276	Party Production	Stifel presentation titled "Pax Labs" August 2015		INREJUUL_00016383	INREJUUL_00016424
2284	257	Party Production	JUUL Overview (June 2018) aka JUUL Book of Knowledge (Color)		ALGAT0004560855	ALGAT0004560855
2285	256	Party Production	Altria Client Services presentation titled "Business Update E-Vapor" 05/17/2018		ALGAT0004376152	ALGAT0004376245
2286	255	Party production	Altria/JUUL Workstream Report		ALGAT0004284893	ALGAT0004284894
2287	254	Party Production	Altria Client Services presentation titled "Value Creation" August 2018		ALGAT0004205132	ALGAT0004205150
2288	253	Party Production	04/16/2019 Email from Howard Willard to Nicholas Pritzker Re: Closing Dinner		ALGAT0003889812	ALGAT0003889812
2289	252	Party Production	08/22/2018 Agenda for Altria Group Inc.'s Board of Directors Strategy Sessions		ALGAT0003327931	ALGAT0003328012
2290	251	Party Production	05/26/2019 Email from Howard Willard to Nicholas Pritzker Re: DC?		ALGAT0003285214	ALGAT0003285214
2291	250	Party Production	07/09/2019 Email from Howard Willard to Kevin Burns, Riaz Valani and Nicholas Pritzker Re: Feedback on Youth Vaping Prevention Plan		ALGAT0003279064	ALGAT0003279064
2292	249	Party Production	Brand Riffs Inc. presentation titled "JUUL Exploratory Qualitative Research Final report for Altria Client Services" December 2017	Gardner Exhibit 230 Willard Exhibit 33 Fernandez Exhibit 2227	ALGAT0003012781	ALGAT0003012781
2293	248	Party Production	Draft Altria Client Services presentation titled "Enterprise Game Plan Initiatives"		ALGAT0002856956	ALGAT0002856956
2294	247	Party Production	02/06/2019 Email from Sara Quigley to Brian Blaylock Re: 2019 ALG Strategic Initiatives - Draft & Update		ALGAT0002856951	ALGAT0002856952

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2295	246	Party Production	Draft Altria Client Services presentation titled "Project Tree" June 2017		ALGAT0002834151	ALGAT0002834151
2296	245	Party Production	Draft Altria Client Services presentation titled "Project Tree Meeting Materials" 09/20/2017		ALGAT0002821849	ALGAT0002821849
2297	244	Party Production	05/02/2018 Email from Thomas Moore to Kane Herrick, David Wise and Zane Underwood Re: Altria Research report - "JUUL now more incremental than cannibalistic?"		ALGAT0002819763	ALGAT0002819764
2298	243	Party Production	Draft Altria Client Services presentation titled "Project Mule - Review of E-Vapor Closed-System Opportunities" 05/23/2017		ALGAT0002412177	ALGAT0002412177
2299	242	Party Production	Pu and Zhang, "Exposure to Advertising and perception, interest, and use of e-Cigarettes among adolescents," Perspectives in Public Health, Vol. 137, No. 6, November 2017		ALGAT0002379486	ALGAT0002379490
2300	241	Party Production	7/02/2018 Youth and E-Vapor Products since 2017 from Medline		ALGAT0002001887	ALGAT0002002180
2301	240	Party Production	6/29/2017 Selected Titles From UTP June Alert		ALGAT0002001725	ALGAT0002001732
2302	239	Party Production	Draft Altria Group Distribution presentation titled "JUUL Update" 03/18/19		ALGAT0000772561	ALGAT0000772561
2303	238	Party Production	01/16/2019 Email from Kevin Crosthwaite to Howard Willard Re: Introduction to Marijuana Policy Project and dinner		ALGAT0000114034	ALGAT0000114034
2304	237	Party Production	Draft Altria Client Services presentation titled "Project Tree Meeting Materials" September 2017		ALGAT0000112523	ALGAT0000112523
2305	235	Party Production	Draft Altria Client Services presentation titled "AGDC Sales Workstream"		9564239915	9564239915
2306	234	Party Production	Draft Altria Group presentation titled "Leveraging Altria Group Distribution Company - Presented to JUUL Labs, Inc. on July 17, 2019" June 2019		9560815473	9560815473
2307	233	Party Production	04/01/2019 Email from David Wise to Kevin Crosthwaite, Elizabeth Mountjoy, Teresa Down Re: Meeting Recap		5211558606	5211558606
2308	232	Party Production	Draft Altria Client Services presentation Re: "Direct Marketing Workstream"		5185277712	5185277712
2309	231	Party Production	08/28/2018 U.S. Patent No. US 10,058,130 B2 for Cartridge for use with a vaporizer device	Bowen Exhibit 9 (ITC)	JLI01422544	JLI01422624
2310	230	Party Production	08/14/2018 U.S. Patent No. US 10,045,568 B2 for Vaporization device systems and methods	Bowen Exhibit 8 (ITC)	JLI01422392	JLI01422471
2311	229	Party Production	11/07/2014 Email from Gal Cohen to Sarah Richardson and Adam Bowen Re: Updated SRA communications roadmap	Bowen Exhibit 7 (NCAG)	JLI70037860	JLI70037880
2312	228	Party Production	10/23/2018 U.S. Patent No. US 10,104,915 B2 for Securely attaching cartridges for vaporizer devices	Bowen Exhibit 7 (ITC)	JLI01422254	JLI01422326
2313	227	Party Production	05/07/2015 Email from Alex Gould to Adam Bowen Re: Connected device ideas	Bowen Exhibit 6 (NCAG)	JLI70037892	JLI70037895
2314	226	Party Production	09/18/2018 U.S. Patent No. US 10,076,139 B2 for Vaporizer apparatus	Bowen Exhibit 6 (ITC)	JLI01422100	JLI01422181
2315	225	Party Production	01/10/2014 Email from Adam Bowen to Godefridus Vranken Re: comp discussion	Bowen Exhibit 5 (NCAG)	JLI70037886	JLI70037888
2316	224	Party Production	09/11/2018 U.S. Patent No. US 10,070,669 B2 for Cartridge for use with a vaporizer device	Bowen Exhibit 5 (ITC)	JLI01421953	JLI01422031

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2317	222	Party Production	03/21/2007 Email from David Cremin to Adam Bowen, et al Re: Thanks	Bowen Exhibit 3 (NCAG) Bowen Exhibit 11137	JLI70037930	JLI70037935
2318	221	Party Production	Ploom The rational future of smoking (Adam Bowen and James Monsees thesis PowerPoint slides)	Bowen Exhibit 3 (ITC)	JLI01421838	JLI01421875
2319	220	Party Production	05/10/2006 Ploom Phase-C Implementation Plan	Bowen Exhibit 2 (NCAG) Bowen Exhibit 11135	JLI70038057	JLI70038080
2320	219	Party Production	SRA Update December 15, 2014, Ploom presentation	Bowen Exhibit 16 (NCAG)	JLI70037936	JLI70037964
2321	218	Party Production	04/14/2016 Slack messages between Adam Bowen and Gal Cohen	Bowen Exhibit 15 (NCAG)	JLI70037921	JLI70037922
2322	217	Party Production	06/20/2016 Slack messages between Adam Bowen, Ashley Marand, Kate Morgan and Sarah Richardson	Bowen Exhibit 14 (NCAG)	JLI70037925	JLI70037925
2323	216	Party Production	07/16/2016 Email from Tyler Goldman to Adam Bowen Re: UGC	Bowen Exhibit 13 (NCAG) Goldman Exhibit 35004	JLI70037924	JLI70037924
2324	215	Party Production	Instagram pages from juulboyz	Bowen Exhibit 12 (NCAG) Goldman Exhibit 35005	JLI70037917	JLI70037918
2325	214	Party Production	09/22/2011 U.S. Patent Application Publication No. US 2011/0226236 for Inhaler	Bowen Exhibit 12 (ITC)	JLI01422736	JLI01422795
2326	213	Party Production	2016 Slack messages between Adam Bowen and Gal Cohen	Bowen Exhibit 11A (NCAG)	JLI70037898	JLI70037910
2327	212	Party Production	01/26/2016 Email from Adam Bowen to Riaz Valani Re: Katy Perry and Orlando Bloom's use of Juul product at the Golden Globes	Bowen Exhibit 11 (NCAG)	JLI70037853	JLI70037854
2328	211	Party Production	08/01/2013 U.S. Patent Application Publication No. US 2013/0192623 for Electronic cigarette	Bowen Exhibit 11 (ITC)	JLI01422699	JLI01422720
2329	209	Misc.	06/19/2015 Juulvapor.com - waybackmachine			
2330	207	Misc.	Premarket Tobacco Product Marketing Granted Orders			
2331	204	Discovery Responses	Altria's Responses and Objections to Plaintiffs' Third Set of Interrogatories, excerpt (Ex. 29 to Plfs' Opp'n to Altria's MSJ)			
2332	203	Deposition Exhibit	11/06/2013 Email from Chenyue Xing to Ari Atkins et al. Re: Guinea pigs' say about the samples...	Xing Exhibit 8023	JLI04470850	JLI04470850
2333	202	Deposition Exhibit	PAX Era device label, April 2016	Xing Exhibit 8013 Bowen Exhibit 11153	JLI04489191	JLI04489191
2334	201	Deposition Exhibit	Invention Disclosure Form - May 2015	Xing Exhibit 8012	JLI04494117	JLI04494122
2335	200	Deposition Exhibit	Kirkham, Chris 2019 Juul Disregarded Early Evidence it was Hooking Teens	Xing Exhibit 8010		
2336	199	Deposition Exhibit	Banjo, Shelly 2019 The Woman Who Helped Invent Juul e-cigarettes is Targeting China	Xing Exhibit 8009		
2337	198	Deposition Exhibit	Patent, Pax Labs - Nicotine Salts patent, USPN 9215895 - 12/22/2015	Xing Exhibit 8008	INREJUUL_00430459	INREJUUL_00430500
2338	197	Deposition Exhibit	Xing, Chenyue. Human comparison of buzz feeling and oral/throat harshness from inhaling developmental Juul formulations - Ploom R&D Report - 12/30/2013	Xing Exhibit 8006	INREJUUL_00002912	INREJUUL_00002918
2339	196	Deposition Exhibit	Images of JUUL Packaging	Xing Exhibit 8002	JLI01473492	JLI01473493
2340	195	Deposition Exhibit	10/02/2018 Email from Murray Garnick to William Gifford and Kevin Crosthwaite Re: Draft Outline - Engagement with Commissioner Gottlieb	Wilson Exhibit 30008 Willard Exhibit 37	ALGAT0004283415	ALGAT0004283421
2341	194	Deposition Exhibit	Altria Investor Day presentation Slides, November 2, 2017	Willard Exhibit 52	ALGAT0003343132	ALGAT0003343333

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2342	193	Deposition Exhibit	10/25/2018 Email from Howard Willard to Nicholas Pritzker Re: Altria Response to FDA - E-vapor October 25, 2018	Willard Exhibit 43 Gifford Exhibit 31010	ALGAT0004032609	ALGAT0004032609
2343	192	Deposition Exhibit	Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General. 2012. CDC	Willard Exhibit 3		
2344	191	Deposition Exhibit	12/01/2018 Email from David Wise to Howard Willard et al. Re: Project Tree - Altria Board Update	Willard Exhibit 18	ALGAT0004055986	ALGAT0004055987
2345	189	Deposition Exhibit	JUUL Instagram Post, August 8, 2017 - @juulvapor	Walker Exhibit 623 Henderson Exhibit 173		
2346	188	Deposition Exhibit	03/30/2018 Email from Kirsten Moore to Nora Walker and Chelsea Kania Re: Juul Labs // Social Listening Audit Dec. - Mar.	Walker Exhibit 615	JLI00155804	JLI00155812
2347	187	Deposition Exhibit	03/02/2018 Email from Mia Pelayo to Nora Walker Re: Weekly Reports for 02.16-02.22 and 02.23-03-01	Walker Exhibit 612	JLI00498325	JLI00498337
2348	186	Deposition Exhibit	JUUL Tweet Re Katy Perry and Orlando Bloom at the Golden Globes	Walker Exhibit 608		
2349	185	Deposition Exhibit	06/21/2017 Email from Nora Walker to Chelsea Kania Re: JUUL Social Media - Audience Demographics	Walker Exhibit 605	JLI00326487	JLI00326488
2350	184	Deposition Exhibit	JUUL Labs Presentation: Chemical Puff Profile of Priming Puffs	Vose Exhibit 2623	JLI700067455	JLI700067469
2351	183	Deposition Exhibit	06/11/2018 Email from Riaz Valani to Dinyar Devitre Re: Mint Percentage?	Valani Exhibit 40112 Devitre Exhibit 31503	MDL_RV0016578	MDL_RV0016578
2352	182	Deposition Exhibit	07/21/2017 Email from Nicholas Pritzker to Riaz Valani, et al. Re: Our Leadership - Altria	Valani Exhibit 40108 Pritzker Exhibit 14085	MDL_RV0016113	MDL_RV0016113
2353	181	Deposition Exhibit	11/11/2009 Email from Riaz Valani to James Monsees and Tony Kim Re: what PLOOM brings to big tobacco	Valani Exhibit 40105	JLI07820435	JLI07820436
2354	180	Deposition Exhibit	03/30/2009 Email from Chris Skillin to Adam Bowen Re: Altria Meeting - April 6	Valani Exhibit 40103 Devitre Exhibit 31500	JLI20795619	JLI20795622
2355	179	Deposition Exhibit	12/08/2016 Email from Riaz Valani to PAX Board et al. Re: Statement from the USSG on youth vaping from Wall Street Journal Article	Valani Exhibit 40091	JLI01129914	JLI01129916
2356	178	Deposition Exhibit	07/02/2015 Email from Riaz Valani to Nicholas Pritzker and Hank Handelsman Re: Did you guys read the second half of this article	Valani Exhibit 40090 Pritzker 14142	MDL_NP014528	MDL_NP014528
2357	177	Deposition Exhibit	04/28/2018 Email from Amit Jain to Riaz Valani Re: downside of Pax/JUUL device due to high nicotine content	Valani Exhibit 40078	MDL_RV0028900	MDL_RV0028900
2358	176	Deposition Exhibit	05/18/2015 Email from Alexander Asseily to Nicholas Pritzker et al. Re: PAX thoughts - May 15	Valani Exhibit 40077 Pritzker Exhibit 14029	MDL_AA0000292	MDL_AA0000295
2359	175	Deposition Exhibit	06/18/2014 Email from Riaz Valani to Zach Frankel Re: juul deck	Valani Exhibit 40074	MDL_RV0025943	MDL_RV0025958
2360	173	Deposition Exhibit	03/23/2018 Email from Ben Schwartz to Tevi Troy	Troy Exhibit 18006	JLI00168816	JLI00168816
2361	172	Deposition Exhibit	Russell, Christopher, and Neil McKeganey, "Transitions in Cigarette Smoking States Among 18,799 Adult JUUL Users, 2018, CSUR	Rouag Exhibit 6162	JLI00018241	JLI00018248
2362	171	Deposition Exhibit	06/27/2018 Email from Steve Hong to Ziad Rouag and Concetta Carbonaro Re: Results from Bears and Details on Upcoming p(k) study	Rouag Exhibit 6158	JLI00118695	JLI00118695

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2363	170	Deposition Exhibit	JUUL Spreadsheet sent from Kadapakkam to Ziad Rouag	Rouag Exhibit 6157	JLI21604100	JLI21604100
2364	169	Deposition Exhibit	Excerpt from - Brossard, Patrick, "Nicotine pharmacokinetic profiles of the Tobacco Heating System 2.2, cigarettes and nicotine gum in Japanese Smokers," October 2017	Rouag Exhibit 6156	JLI21604099	JLI21604099
2365	168	Deposition Exhibit	10/04/2017 Email from Vital Kadapakkam to Ziad Rouag Re: PK Slide	Rouag Exhibit 6155	JLI21604098	JLI21604098
2366	167	Deposition Exhibit	11/28/2017 JLI Research & Development Report - Base Doe	Rouag Exhibit 6146	JLI00643686	JLI00643715
2367	166	Deposition Exhibit	Meeting information Package	Rouag Exhibit 6130	JLI00164723	JLI00164780
2368	165	Deposition Exhibit	03/17/2018 Email from Bob Robbins to Alex Cantwell Re: Flavors bottleneck follow up	Rouag Exhibit 6127	JLI10338733	JLI10338733
2369	164	Deposition Exhibit	06/08/2018 Email from Jon Getz to Kirby Forlin et al. Re: eVapor April 2018 report and presentation "Adult Tobacco Consumer Tracker", 5/25/2018	Romyak Exhibit 17033 Fernandez Exhibit 2220	ALGAT0000896628	ALGAT0000896629
2370	163	Deposition Exhibit	01/18/2018 Email from Jon Getz to Matthew Romyak et al. Re: Juul Interaction with Cigarettes and Balance of E-Vapor	Romyak Exhibit 17023 Gifford Exhibit 31033	ALGAT0002858953	ALGAT0002858953
2371	162	Deposition Exhibit	Update on Juul Performance, January 16, 2018 - Altria Client Services	Romyak Exhibit 17022	ALGAT0004056500	ALGAT0004056514
2372	161	Deposition Exhibit	01/19/2018 Email from Jon Getz to Matthew Romyak and Regina Costello Re: Juul	Romyak Exhibit 17021	8512885476	8512885477
2373	160	Deposition Exhibit	02/07/2019 Email from Annie Kennedy to Jeffery Tostado, et al. Re: Bulk Sales Restrictions Awareness Campaign: CSMs	Robbins Exhibit 5	JLI10799900	JLI10799900
2374	159	Deposition Exhibit	08/08/2016 Email from Sarah Richardson to Kelly Evans et al. Re: CEO Press Release - New Direction	Richardson Exhibit 5074	JLI00229776	JLI00229794
2375	158	Deposition Exhibit	JUUL Presentation - The Fastest Growing Vapor Brand in 2015, IRI 24-Week JUUL Sales Growth, 1/26/2016	Richardson Exhibit 5073	JLI00232771	JLI00232772
2376	157	Deposition Exhibit	01/27/2016 Email from Sarah Richardson to Damon Beres et al. Re: JUUL updates	Richardson Exhibit 5072	JLI00232731	JLI00232732
2377	155	Deposition Exhibit	1/12/2016 Slack thread between Adam Bowen, Sarah Richardson	Richardson Exhibit 5061 Bowen Exhibit 10 (NCAG)	PAXSLK00008014	PAXSLK00008014
2378	154	Deposition Exhibit	Petrarca, Emilia 2015 Welcome to the Players Club. American Two Shot and JUUL throw a party with Justine Skye, W Magazine	Richardson Exhibit 5059		
2379	152	Deposition Exhibit	Slack messages between Sarah Richardson and Caitlyn Carpanzano Re Juul placement in AdAge article	Richardson Exhibit 5046	INREJUUL_00278533	INREJUUL_00278534
2380	151	Deposition Exhibit	AdAge Article 2015 JUUL Hopes to Reinvent e-cigarette Ads with Vaporized Campaign. PAX Labs' Slickly Designed Product Stands Out From Most Current Brands	Richardson Exhibit 5045		
2381	148	Deposition Exhibit	Launch & Vaporized - The Bosco	Richardson Exhibit 5031		
2382	147	Deposition Exhibit	06/06/2015 Email from Sarah@pax.com to Marketing. Re: #VAPORIZED with JUUL The Bosco New York City photo booth and video booth rentals	Richardson Exhibit 5030	JLI01117337	JLI01117337
2383	146	Deposition Exhibit	Marketing Image - Gif of JUUL Employees - JLI	Richardson Exhibit 5029		
2384	145	Deposition Exhibit	Photo of convenience store kiosk	Richardson Exhibit 5017	JLI01044244	JLI01044244
2385	144	Deposition Exhibit	07/02/2014 Email from Sarah Richardson to Marketing Re: marketing code	Richardson Exhibit 5008	JLI00368257	JLI00368261
2386	143	Deposition Exhibit	01/29/2015 Email from Dima Martirosyan to Rafael Burde, Fwd: PAX + JUUL upcoming placements	Richardson Exhibit 5004	INREJUUL_00057289	INREJUUL_00057295
2387	142	Deposition Exhibit	Altria Draft 4/15/2019 - Subject to Legal Guidance/Review	Proctor Exhibit 8	5185317524	5185317525

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2388	140	Deposition Exhibit	12/16/2018 Email from Nicholas Pritzker to Riaz Valani Re: SG update	Pritzker Exhibit 14133	MDL_NP001436	MDL_NP001436
2389	139	Deposition Exhibit	05/05/2018 Email from Nicholas Pritzker to Chris Olin Re: Juul	Pritzker Exhibit 14112	MDL_NP001151	MDL_NP001151
2390	138	Deposition Exhibit	4/30/2018 JUUL Review Deck - Insight Rooms	Pritzker Exhibit 14109 Frankel Exhibit 17785 Kadapakkam Exhibit 2734	MDL_RV0003988	MDL_RV0004011
2391	137	Deposition Exhibit	4-Weekly Retailer Sell-Through US, Sales, November 2018 - Nielsen	Pritzker Exhibit 14081	JLI11837567	JLI11837585
2392	136	Deposition Exhibit	Board Dashboard, June 10, 2015 - Pax Labs	Pritzker Exhibit 14033	MDL_NP000533	MDL_NP000543
2393	135	Deposition Exhibit	2018 NYTS Data: A Startling Rise in Youth E-Cigarette Use - FDA	Pritzker Exhibit 14005		
2394	134	Deposition Exhibit	12/29/2010 Letter from Thomas Perfetti to Adam Bowen	Perfetti Exhibit 97	PERFETTI_1027	PERFETTI_1029
2395	133	Deposition Exhibit	RJR Memo by Charles E. Rix Re: Smoke Formation and Perception -The Taste of Nicotine	Perfetti Exhibit 91	51060 0309	51060 0318
2396	131	Deposition Exhibit	Perfetti, Thomas, Acidic Top-Dressings Employed In High Nicotine Products	Perfetti Exhibit 89	PERFETTI_1762	PERFETTI_1763
2397	130	Deposition Exhibit	Smoking, Smoking Articles, and the Related Physics and Chemistry - Thomas Perfetti	Perfetti Exhibit 86	PERFETTI_1764	PERFETTI_1786
2398	128	Deposition Exhibit	05/09/2018 Email from Nicholas Pritzker to Chris Olin Re: Juul	Olin Exhibit 18519	MDL_NP007169	MDL_NP007170
2399	127	Deposition Exhibit	07/28/2017 Email from Chris Olin to Nicholas Pritzker Re: NYTimes: FDA to Target Addictive Levels of Nicotine in Cigarettes	Olin Exhibit 18512 Pritzker Exhibit 14068	MDL_NP003660	MDL_NP003661
2400	126	Deposition Exhibit	12/09/2016 Email from njpritzker@taocap.com to Chris Olin, et al. Re: E-cigarette use by teens: Surgeon general sounds alarm - CNN.com	Olin Exhibit 18510 Pritzker Exhibit 14056	MDL_NP000809	MDL_NP000809
2401	125	Deposition Exhibit	12/09/2016 Email from Chris Olin to Nicholas Pritzker, et al. Re: Surgeon general sounds the alarm on teens and e-cigarettes	Olin Exhibit 18509 Pritzker Exhibit 14059	MDL_NP003684	MDL_NP003684
2402	124	Deposition Exhibit	10/07/2015 Email from njpritzker@taocap.com to Chris Olin Re: Vaping Is So Hot Right Now - YouTube	Olin Exhibit 18507 Pritzker Exhibit 14047	MDL_NP006775	MDL_NP006775
2403	123	Deposition Exhibit	06/10/2015 Email from Nicholas Pritzker to Chris Olin, et al. Re: E-Cigarette ban in enclosed spaces in Wales pushes ahead - BBC News	Olin Exhibit 18506 Pritzker 14039	MDL_NP000531	MDL_NP000531
2404	122	Deposition Exhibit	05/29/2015 Email from Nicholas Pritzker to Chris Olin Re: CEH Initiates Legal Action on Vaping Dangers	Olin Exhibit 18503	MDL_NP000487	MDL_NP000487
2405	121	Deposition Exhibit	01/11/2015 Email from Nicholas Pritzker to Chris Olin Re: SN article about health risks of e-cigs	Olin Exhibit 18502 Pritzker 14009	MDL_NP003874	MDL_NP003874
2406	120	Deposition Exhibit	04/29/2018 Email from Nick Pritzker to Susan Pritzker Re: JUUL corporate responsibility and Tao Ownership	Olin Exhibit PM14203	MDL_NP007033	MDL_NP007036
2407	119	Deposition Exhibit	07/06/2015 Email from Nicholas Pritzker to Regan Pritzker et al., Re: The E-Cig Quandary Magazine Features	Olin Exhibit PM14042 Pritzker Exhibit 14042	MDL_NP000594	MDL_NP000594
2408	118	Deposition Exhibit	06/01/2015 Email from Nicholas Pritzker to Christopher Olin Re: CEH Initiates Legal Action on Vaping Dangers	Olin Exhibit PM14030 Pritzker Exhibit 14030	MDL_NP006751	MDL_NP006753
2409	116	Deposition Exhibit	Initial High Shot Weight Investigation, February 21, 2018 - Cambridge Consultants	Myers Exhibit 1628	INREJUUL_00367576	INREJUUL_00367585

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2410	112	Deposition Exhibit	07/09/2015 Email from Alexander Asseily to Richard, et al. Re: Good Job on the Board Call :)	Mumby Exhibit 4076	JLI00214617	JLI00214619
2411	111	Deposition Exhibit	Marketing Video - JUUL Vaporized campaign advertisement - 2015	Mumby Exhibit 4072		
2412	110	Deposition Exhibit	JUUL Kiosk Video File	Mumby Exhibit 4069		
2413	109	Deposition Exhibit	06/20/2015 Email from Sarah Richardson to Richard Mumby, et al. Re: DPAA Panel	Mumby Exhibit 4060 Richardson Exhibit 5038	JLI00219318	JLI00219322
2414	108	Deposition Exhibit	JUUL Vaporized Photoshoot	Mumby Exhibit 4039	INREJUUL_00442701	INREJUUL_00442701
2415	107	Deposition Exhibit	JUUL Retail - Mediasmith	Mumby Exhibit 4030	JLI00483925	JLI00483925
2416	106	Deposition Exhibit	JUUL 2015 Media Recap - Media Smith	Mumby Exhibit 4029	JLI00483923	JLI00483923
2417	105	Deposition Exhibit	02/04/2015 Email from Robbin locations to Richard Mumby, et al. Re: Mood Board	Mumby Exhibit 4017	JLI00361454	JLI00361455
2418	104	Deposition Exhibit	Come as you are JUUL mood board photoshoot	Mumby Exhibit 4016	BaillieAGCID0002223	BaillieAGCID0002236
2419	103	Deposition Exhibit	Tab of Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General. 2012. CDC	Mumby Exhibit 4007		
2420	102	Deposition Exhibit	Preventing Tobacco Use Among Youth and Young Adults - A Report of the Surgeon General. 2012. CDC	Mumby Exhibit 4006		
2421	101	Deposition Exhibit	What Students/Parents/Educators Should Know About JUUL - Flyers	Mumby Exhibit 4005 Henderson Exhibit 190 Harter Exhibit DX7	JLI00020707	JLI00020709
2422	100	Deposition Exhibit	10/16/2015 Email from Janjay Sherman to Kate Morgan et al. Re: Recap From Last Night	Morgan Exhibit 1252 Richardson Exhibit 5058	JLI01435926	JLI01435929
2423	99	Deposition Exhibit	ALCS PowerPoint: Thermal Degradation Studies of Electronic Cigarette Liquids Part 2: Development of a Model Reaction System Used to Study a-Dicarbonyl Formation	Melvin Exhibit 2501		
2424	98	Deposition Exhibit	JUUL Promotional Video, 12 States, 20 Cities, 51 Events	McLeod Morgan Exhibit 1320		
2425	97	Deposition Exhibit	09/16/2015 Email from Kate Morgan to Frank Door Re: Statistics to overlay on second version of the video	McLeod Morgan Exhibit 1319	JLI00462021	JLI00462021
2426	96	Deposition Exhibit	04/27/2015 Email from Chelsea Kania to Kate Morgan Re: Juul Invite	McLeod Morgan Exhibit 1229	INREJUUL_00082247	INREJUUL_00082248
2427	95	Deposition Exhibit	03/22/2019 Email from Kaitlin Longest to Kevin Crosthwaite and T.J. Edlich Re: JUUL Weekly Update	Longest Exhibit 466	ALGAT0004284892	ALGAT0004284895
2428	94	Deposition Exhibit	06/17/2015 Email from Vince Latronica to Paul Kiernan Re: Sales presentation to sales team - training for JUUL (Presentation Attached)	Latronica Exhibit 40006	JLI41351019	JLI41351028
2429	91	Deposition Exhibit	r/Juul posts Re Juul pods vapor production issues	Hatton Exhibit 6118		
2430	90	Deposition Exhibit	03/24/2016 Email from Adam Bowen to Steven Christensen et al. Re: the crackle	Hatton Exhibit 6103	JLI04477609	JLI04477609
2431	89	Deposition Exhibit	Audio of 2018 Millennial High School focus group	Harter Exhibit 309	JLI00386010	JLI00386010
2432	88	Deposition Exhibit	Transcript of 2018 Millennial High School focus group	Harter Exhibit 308		
2433	87	Deposition Exhibit	12/02/2017 Email from Ashley Gould to James Jack and Shaun Flanigan Re: Not to share but for your feedback - Harter Resume	Harter Exhibit 303	JLI00156897	JLI00156902
2434	86	Deposition Exhibit	09/09/2019 FDA Warning Letter from FDA to Juul, Kevin Burns	Gould Exhibit 68	JLI40051010	JLI40051014
2435	85	Deposition Exhibit	02/07/2019 Letter from Scott Gottlieb to Kevin Burns requesting a meeting	Gould Exhibit 52		

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2436	84	Deposition Exhibit	4/3/2018 Statement from FDA Commissioner Gottlieb on new enforcement actions	Gould Exhibit 32		
2437	83	Deposition Exhibit	01/03/2018 Email from Bob Robbins to CJ Watson, et al. Re: Age policy	Gould Exhibit 28	JLI10344470	JLI10344471
2438	82	Deposition Exhibit	Surgeon General's Advisory on E-Cigarette Use Among Youth, Centers for Disease Control and Prevention	Pritzker Exhibit 14109 Frankel Exhibit 17785 Kadapakkam Exhibit 2734		
2439	81	Deposition Exhibit	4/17/2018 JLI deck re: science of nicotine on young people	Gould Exhibit 11	JLI00002209	JLI00002209
2440	80	Deposition Exhibit	12/11/2017 Email from Steve Hong to Tyler Goldman Re: https://www.wiseguyreports.com/reports/1306898-success-case-study-juul-efficient-and-stylish-e-cigarette-fascinates-us-millennials	Goldman Exhibit 35018	JLI00104195	JLI00104214
2441	78	Deposition Exhibit	1/30/2017 Email and attachment from Wendy Fox to William Gifford et al. re: January 2017 Board of Directors Presentation	Gifford Exhibit 31029	ALGAT0006529919	ALGAT0006530035
2442	77	Deposition Exhibit	02/14/2019 Email from Murray Garnick to Howard Willard and William Gifford Re: Early Impact: JUUL	Gifford Exhibit 31018	ALGAT0003365291	ALGAT0003365292
2443	76	Deposition Exhibit	10/15/2018 Email from Paige Magness to Howard Willard et al. Re: Town Hall Plan w-Draft Script for October Townhall	Gifford Exhibit 31009 Fernandez Exhibit 2228	ALGAT0004053353	ALGAT0004053363
2444	75	Deposition Exhibit	12/13/2017 Email from Brian Blaylock to Howard Willard et al. Re: Updated Project Tree presentation	Gifford Exhibit 31004 Garnick Exhibit 2310	ALGAT0005448985	ALGAT0005449031
2445	74	Deposition Exhibit	12/06/2018 Email from Brian Blaylock to Jwapppler, et al. Re: BoD Portal presentations	Gifford Exhibit 31003	ALGAT0005040660; ALGAT0005040712	ALGAT0005040735
2446	73	Deposition Exhibit	12/19/2018 Email from Jose Murillo to Murray Garnick Re: FDA	Garnick Exhibit 2342	ALGAT0004664560	ALGAT0004664561
2447	72	Deposition Exhibit	10/30/2018 Email from Murray Garnick to Howard Willard Re: FDA Update	Garnick Exhibit 2341 Willard Exhibit 46	ALGAT0004048059	ALGAT0004048060
2448	70	Deposition Exhibit	10/01/2018 Email from Gregory Wilson to Murray Garnick et al. Re: Gottlieb Engagement Outline 9.28.18	Garnick Exhibit 2328 Wilson Exhibit 30007	ALGAT0005554835	ALGAT0005554838
2449	69	Deposition Exhibit	09/18/2018 Email from Murray Garnick to Howard Willard et al. Re: commissioner meeting	Garnick Exhibit 2326 Wilson Exhibit 30005	ALGAT0004052737	ALGAT0004052737
2450	68	Deposition Exhibit	Material Safety Data Sheet	Gardner Exhibit 261		
2451	67	Deposition Exhibit	07/30/2017 Email from Tyler Goldman to Isaac Pritzker et al. Re: Some notes from Altria Meeting	Frankel Exhibit 17789	JLI01129881	JLI01129884
2452	66	Deposition Exhibit	08/09/2019 Email from Riaz Valani to Kevin Crosthwaite and Zach Frankel Re: Regulatory guidance on JUUL proposed inhalation studies	Frankel Exhibit 17781	MDL_RV0005726	MDL_RV0005728
2453	65	Deposition Exhibit	09/13/2018 Email from Edward Largo to Pascal Fernandez et al. Re: UTP Related Materials and attached presentation "Underage Tobacco Use Landscape, Emergence of E-Vapor Product Use" August 15, 2018, Altria, titled "JUUL Recognition & Use Among Youth"	Fernandez Exhibit 2223	ALGAT0003598549	ALGAT0003598550
2454	64	Deposition Exhibit	2018 National Youth Tobacco Survey Finds Cause for Concern - Center for Tobacco Products - November 2018	Edmondson-Taylor Exhibit 1455 Burns Exhibit 8513		
2455	55	Deposition Exhibit	01/25/2018 Email from Kevin Delaney to Jessica Edmondson and Kate Morgan Re: Side note - Blackbear	Edmondson-Taylor Exhibit 1427	JLI00447262	JLI00447264

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2456	52	Deposition Exhibit	JUUL Influencer Recap - 2017	Richardson Exhibit 5062 Walker Exhibit 607 Edmondson Taylor Exhibit 1406 Kania Exhibit 66	JLI00386642	JLI00386647
2457	51	Deposition Exhibit	JUUL Is the New Big Tobacco. October 10, 2019. Bloomberg Businessweek	Dunlap Exhibit 29008		
2458	50	Deposition Exhibit	04/14/2015 Email from Gal Cohen to Scott Dunlap et al. Re: Fwd: Standards and Youth Access	Dunlap Exhibit 29001	INREJUUL_00275454	INREJUUL_00275489
2459	49	Deposition Exhibit	12/25/2018 Email from Dinyar Devitre to Susan Cohen Re: Notes made by Devitre after call with Riaz Valani	Devitre Exhibit 31526	ALGAT0006491808	ALGAT0006491808
2460	48	Deposition Exhibit	09/04/2018 Email from Murray Garnick to Howard Willard Re: Conference with Dinny	Devitre Exhibit 31524	8490000211	8490000212
2461	47	Deposition Exhibit	Tobacco - Nielsen US Cigarette Industry Volumes: Stop With All the Negativity, Jefferies Group, 6/26/2018	Devitre Exhibit 31519	ALGAT0003492689	ALGAT0003492694
2462	46	Deposition Exhibit	10/4/2018 Outline re: Three topics: Restructuring, FDA, and Tree (Notes for board call)	Devitre Exhibit 31517 Willard Exhibit 39	ALGAT0004052773	ALGAT0004052775
2463	45	Deposition Exhibit	07/27/2018 Messages from Devitre, LLC to Howard Willard	Devitre Exhibit 31515 Valani Exhibit 40115	ALGAT0006491955	ALGAT0006491971
2464	44	Deposition Exhibit	03/01/2019 Email from Brian Daviduke to Alex Cantwell Re: McLane 3/7/2019 JUUL Orders	Daviduke Exhibit 2718	JLI10074303	JLI10074304
2465	43	Deposition Exhibit	2/12/2019 Statement of Work #6 - Sales Support Services	Daviduke Exhibit 2707 Longest Exhibit 462	JLI01339878	JLI01339881
2466	42	Deposition Exhibit	10/15/2019 Letter from Justin P. Hedge to James E. Abell III, Esq. Re: Request for Additional Information and Documentary Materials Issued to Altria Group, Inc., No. 20190791	Daviduke Exhibit 2703 Willard Exhibit 22	8490000866	8490000901
2467	41	Deposition Exhibit	06/23/2019 Email from James Wappler to K.C. Crosthwaite Re: {Unverified} Talking Points	Crosthwaite Exhibit 45038	ALGAT0003901387	ALGAT0003901392
2468	40	Deposition Exhibit	06/26/2018 Email from Kevin Crosthwaite to Natasha Robertson Re: Project Tree LTM Discussion	Crosthwaite Exhibit 45035	ALGAT0004319709	ALGAT0004319734
2469	39	Deposition Exhibit	Response of Juul Labs to the Civil Investigative Demand Issued on October 1, 2019	Crosthwaite Exhibit 45016	JLI01416851	JLI01416876
2470	38	Deposition Exhibit	10/08/2015 Email from Kate Morgan to Sarah Richardson et al. Re: JUUL Influencer Seeding Updates	Cohen Exhibit 26090 Richardson Exhibit 5060 Morgan Exhibit 1318 Kania Exhibit 70	JLI00236264	JLI00236280
2471	37	Deposition Exhibit	01/02/2018 Email from Riaz Valani to Ashley Gould Re: Trying non-cigarette tobacco products raises odds teens try cigs later	Cohen Exhibit 26071 Gould Exhibit 26 Valani 40110	JLI00147328	JLI00147330
2472	36	Deposition Exhibit	03/12/2015 Email from Gal Cohen to Sarah Richardson Re: IOM recommends 21yo be minimum age for tobacco	Cohen Exhibit 26070 Richardson Exhibit 5022 Gould Exhibit 23	JLI00513722	JLI00513723
2473	35	Deposition Exhibit	01/11/2017 Email from Jacqueline Burciaga to Gal Cohen, et al. Re: Underage JUUL - Concerned Mothered	Cohen Exhibit 26069	PAXMDL00082866	PAXMDL00082868
2474	34	Deposition Exhibit	11/30/2016 Email from 'no-reply@slack.com' to Gal Cohen Re: [Slack] Notifications from the Pax Labs team for Nov 30th, 2016	Cohen Exhibit 26068	JLI80748741	JLI80748742

Plaintiff's Exhibit List

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2475	33	Deposition Exhibit	04/22/2017 Email from Abi Genis to Ashley Gould Re: Juul Products	Cohen Exhibit 26067	JLI00158133	JLI00158135
2476	32	Deposition Exhibit	11/17/2014 Email from Gal Cohen to Sarah Richardson and Adam Bowen Re: Updated SRA communications roadmap	Cohen Exhibit 26051 Gould Exhibit 69 Richardson Exhibit 5078	JLI08053397	JLI08053397
2477	31	Deposition Exhibit	Tobacco Product Advertising Restrictions, June 16, 2016	Cohen Exhibit 26049 Gould Exhibit 65	INREJUUL_00015472	INREJUUL_00015477
2478	30	Deposition Exhibit	Kurt Sonderegger, Apple Masters Youth Marketing for PLOOM	Cohen Exhibit 26039	JLI04778790	JLI04778790
2479	29	Deposition Exhibit	Basecamp Messages RE Kurt's 20 Point Plan	Cohen Exhibit 26038	JLI04778781	JLI04778783
2480	26	Deposition Exhibit	05/10/2009 Email from Gal Cohen to Adam Bowen Re: Ploom	Cohen Exhibit 26002	JLI20769505	JLI20769506
2481	25	Deposition Exhibit	02/01/2018 Email from Ashley Gould to 'Board' et al. Re: high level summary of Boston meeting and pending CBS piece	Burns Exhibit 8517 Cohen Exhibit 26077	JLI01117028	JLI01117028_002
2482	24	Deposition Exhibit	2019 National Youth Tobacco Survey Shows Youth e-Cigarette Use at Alarming Levels, Infographic - FDA 12/31/2019	Burns Exhibit 8514		
2483	23	Deposition Exhibit	JUUL Teen Tabulations - Percent Appealing to Teens (Flavors)	Brown Exhibit 5023	INREJUUL_00035325	INREJUUL_00035327
2484	22	Deposition Exhibit	JUUL Products (by Flavor, Nicotine Content, and Size (December 2015-January 2016)	Brown Exhibit 5019		
2485	19	Deposition Exhibit	05/19/2009 Email from Chris Skillin to Adam Bowen, et al. Re: big 8 - status	Bowen Exhibit 11139 Valani Exhibit 40104	JLI20769119	JLI20769120
2486	18	Deposition Exhibit	07/11/2016 Email from Alex Cantwell to Chelsea Kania, et al. Re: JUUL 3rd party filler follow up	Bowen Exhibit 11138	INREJUUL_00294198	INREJUUL_00294200
2487	17	Deposition Exhibit	07/25/2018 Email from David Wise to K.C. Crosthwaite Re: Project Tree Materials for Meeting Tomorrow; attaching presentation "Value Creation - August 2018", Altria Client Services	Blaylock Exhibit 40054	ALGAT0004314952	ALGAT0004314964
2488	16	Deposition Exhibit	01/23/2018 DRAFT JUUL Product Development - Altria Client Services	Blaylock Exhibit 2413	ALGAT0000997542	ALGAT0000997542
2489	15	Deposition Exhibit	JUUL Vaporized Advertisement	Blaylock Exhibit 2410		
2490	13	Deposition Exhibit	12/13/2018 Email from Robert Buell to David Wise et al. Re: Project Tree Greenleaf Regulatory Review	Blaylock Exhibit 2406 Gifford Exhibit 31012	ALGAT0003768208	ALGAT0003768243
2491	12	Deposition Exhibit	10/25/2018 Letter from Howard Willard to Scott Gottlieb Re: underage use of e-vapor products	Blaylock Exhibit 1751 Wilson Exhibit 30016 Fernandez Exhibit 2232 Garnick Exhibit 2340 Willard Exhibit 44 Hunter Exhibit 17140	ALGAT0004197828	ALGAT0004197832
2492	11	Deposition Exhibit	10/12/2018 DRAFT Outline for Meeting with Commissioner Gottlieb - Altria	Blaylock Exhibit 1748	ALGAT0004048012	ALGAT0004048017
2493	10	Deposition Exhibit	Project Tree: Documentation, October 2018 - Perrilla Weinberg Partners	Blaylock Exhibit 1734	ALGAT0004320290	ALGAT0004320344
2494	9	Deposition Exhibit	05/30/2018 Letter from Howard Willard to Nicholas Pritzker and Riaz Valani Re: Altria investment in JUUL	Blaylock Exhibit 1727	ALGAT0004031785	ALGAT0004031787
2495	8	Deposition Exhibit	Board of Directors Presentation, Billy Gifford & Jody Begley, May 2018 - Altria	Blaylock Exhibit 1724		

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2496	7	Deposition Exhibit	E-Vapor Update, August 2018 - Altria Client Services	Blaylock Exhibit 1716	ALGAT0005465204	ALGAT0005465258
2497	6	Deposition Exhibit	JUUL Exploratory Qualitative Research Final Report for Altria Client Services - Brand Riffs - December 2017	Blaylock Exhibit 1715		
2498	5	Party Production	JUUL Packaging for 36 limited release flavors (colored versions)		JLI01032788-90, JLI01032793, JLI01032795, JLI01033252, JLI01037112, JLI01473514, JLI01473517, JLI01473519, JLI01473522, JLI01473525, JLI01473528-9, JLI01473532, JLI01473535, JLI01473538, JLI01473545-46, JLI01473551-2, JLI01473555, JLI01473557, JLI01473560, JLI01473565, JLI01473568, JLI01473571-72, JLI01473575, JLI01473581, JLI01473584, JLI01473587, JLI01473590, JLI01473637, JLI01473726, JLI01473906	
2499	4	Deposition Exhibit	PAX Labs Company Overview, February 2015	Atkins Exhibit 2	JLI00659730	JLI00659775
2500	2	Deposition Exhibit	11/7/2019 JUUL Press Release - JUUL Labs Stops the Sale of Mint JUULPods in the United States - Underage Use Prevention	Atkins Exhibit 1925	JLI70032873	JLI70032877
2501	1	Deposition Exhibit	2015 Tiku, Nitashu, "Startup Behind the Lambo of Vaporizers Just Launched an Intelligent e-cigarette," The Verge	Atkins Exhibit 1904	JLI70033182	JLI70033188
2502	5210	Literature	Chen, T., et al., Improving Retailer Compliance for Tobacco Purchases: Pilot Study Findings. Am J Health Behav, 2021. 45(3): p. 576-587.			
2503	5209	Literature	Ribisl, K.M., et al., Disparities in tobacco marketing and product availability at the point of sale: Results of a national study. Prev Med, 2017. 105: p. 381-388.			
2504	5208	Literature	Luke, D.A., et al., Family Smoking Prevention and Tobacco Control Act: Banning Outdoor Tobacco Advertising Near Schools and Playgrounds. American Journal of Preventive Medicine, 2011. 40 (3): p. 295-302.			
2505	5207	Literature	Lee, J.G.L., et al., Associations of tobacco retailer density and proximity with adult tobacco use behaviours and health outcomes: a meta-analysis. Tob Control, 2021.			
2506	5206	Literature	Seidenberg, A. and K.M. Ribisl, Indoor e-cigarette use can set off smoke detectors: perceptions of an emerging issue. Tob Control, 2020. 29(4): p. 464-465.			
2507	5205	Literature	Williams, R.S., J. Derrick, and K.M. Ribisl, Electronic cigarette sales to minors via the internet. JAMA Pediatr, 2015. 169(3): p. e1563.			
2508	5204	Literature	Ribisl, K.M., R.S. Williams, and A.E. Kim, Internet cigarette sales to minors. Journal of the American Medical Association, 2003. 290: p. 1356-1359.			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2509	3273	Literature	Woutersen, R. Subchronic (13-week) Inhalation Toxicity Study of Formaldehyde in Rats. 1987			
2510	3272	Literature	Wills, T. E-Cigarette Use Associated With Asthma Independent of Cigarette Smoking and Marijuana in a 2017 National Sample of Adolescents. 2020			
2511	3271	Literature	Wetzels, S. Methylglyoxal-Derived Advanced Glycation Endproducts Accumulate in Multiple Sclerosis Lesions. 2019			
2512	3270	Literature	VI. Development of Standard			
2513	3269	Literature	Vardavas, C. Short-term Pulmonary Effects of Using an Electronic Cigarette. Impact on Respiratory Flow Resistance, Impedance, and Exhaled Nitric Oxide. 2013			
2514	3268	Literature	Toth, A. Edaravone Protects against Methylglyoxal-Induced Barrier Damage in Human Brain Endothelial Cells. 2014			
2515	3267	Literature	Thornalley, P. Protein and nucleotide damage by glyoxal and methylglyoxal in physiological systems - role in ageing and disease. 2008			
2516	3266	Literature	Talih, S. A comparison of the electrical characteristics, liquid composition, and toxicant emissions of JUUL USA and JUUL UK e-cigarettes. 2020			
2517	3265	Literature	Sim, V. Effect of Possible Smog Irritants on Human Subjects. 1957			
2518	3264	Literature	Shen, Y. Transcriptome sequencing reveals e-cigarette vapor and mainstream-smoke from tobacco cigarettes activate different gene expression profiles in human bronchial epithelial cells. 2016			
2519	3263	Literature	Shader, E. Cytotoxic action of methylglyoxal on insulin-secreting cells. 2001			
2520	3262	Literature	Seo, K. Methylglyoxal Induces Mitochondrial Dysfunction and Cell Death in Liver. 2014			
2521	3261	Literature	Samburova, V. Idehydes in Exhaled Breath during E-Cigarette Vaping: Pilot Study Results. 2018			
2522	3260	Literature	Rusch, G. A 26-Week Inhalation Toxicity Study with Formaldehyde in the Monkey, Rat, and Hamster. 1983			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2523	3259	Literature	Rom, S. Hyperglycemia and advanced glycation end products disrupt BBB and promote occluding and claudin-5 protein secretion on extracellular macrovesicles. 2020			
2524	3258	Literature	Rao, P. JUUL and Combusted Cigarettes Comparably Impair Endothelial Function. 2020			
2525	3257	Literature	Rahman, I. JUUL e-Cigarette and Vape Pen Flavors Impose Oxidative Stress and Inflammatory Responses in Lung Epithelial Cells and Macrophages. 2019			
2526	3256	Literature	Premarket Tobacco Product Applications for Electronic Nicotine Delivery Systems. Guidance for Industry. Draft Guidance May 2016			
2527	3255	Literature	Pinkston, R. Cell-specific toxicity of short-term JUUL aerosol exposure to human bronchial epithelial cells and murine macrophages exposed at the air-liquid interface. 2020			
2528	3254	Literature	Park, H. Electronic cigarette smoke reduces ribosomal protein gene expression to impair protein synthesis in primary human airway epithelial cells. 2021			
2529	3253	Literature	O'Farrell, H. E-cigarettes induce toxicity comparable to tobacco cigarettes in airway epithelium from patients with COPD. 2021			
2530	3252	Literature	Muttray, A. No acute effects of an exposure to 50 ppm acetaldehyde on the upper airways. 2008			
2531	3251	Literature	Morgan, D. Respiratory Toxicity of Diacetyl in C57Bl/6 Mice. 2007			
2532	3250	Literature	Morgan, D. Chemical Reactivity and Respiratory Toxicity of the x-Diketone Flavoring Agents: 2,3-Butanedione, 2,3-Pentanedione, and 2,3-Hexanedione. 2016			
2533	3249	Literature	Moretto, N. Acrolein effects in pulmonary cells: relevance to chronic obstructive pulmonary disease. 2012			
2534	3248	Literature	Merecz-Sadowska, A. Summary of In Vitro and In Vivo Studies Evaluating the Impact of E-Cigarette Exposure on Living Organisms and the Environment. 2020			
2535	3247	Literature	Meo, S. Electronic Cigarettes: Impact on Lung Function and Fractional Exhaled Nitric Oxide Among Healthy Adults. 2018			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2536	3246	Literature	Mangal, D. Analysis of 7,8-Dihydro-8-oxo-2'-deoxyguanosine in Cellular DNA during Oxidative Stress. 2009			
2537	3245	Literature	Maessen, D. The role of methylglyoxal and the glyoxalase system in diabetes and other age-related diseases. 2015			
2538	3244	Literature	Lorenti, C. Relationship between DNA lesions, DNA repair and chromosomal damage induced by acetaldehyde. 2009			
2539	3243	Literature	Kwak, S. Glyoxal and Methylglyoxal as E-cigarette Vapor Ingredients Induced Pro-Inflammatory Cytokine and Mucins Expression in Human Nasal Epithelial Cells. 2020			
2540	3242	Literature	Kumar Solleti, S. MicroRNA expression profiling defines the impact of electronic cigarettes on human airway epithelial cells. 2017			
2541	3241	Literature	Kreiss, K. Clinical Bronchiolitis Obliterans in Workers at a Microwave-Popcorn Plant. 2009			
2542	3240	Literature	Korzun, T. E Cigarette Air flow Rate Modulates Toxicant Profiles and Can Lead to Concerning Levels of Solvent Consumption. 2018			
2543	3239	Literature	Kanwal, R. Evaluation of Flavorings-Related Lung Disease Risk at Six Microwave Popcorn Plants. 2006			
2544	3238	Literature	Kanwal, R. Bronchiolitis obliterans in workers exposed to flavoring chemicals. 2008			
2545	3237	Literature	Jiang, Y. Determination of Toxic α Dicarbonyl Compounds, Glyoxal, Methylglyoxal, and Diacetyl, Released to the Headspace of Lipid Commodities upon Heat Treatment. 2013			
2546	3236	Literature	Hussain, M. Novel insights in the dysfunction of human blood-brain barrier after glycation. 2016			
2547	3235	Literature	Hubbs, A. Respiratory Toxicologic Pathology of Inhaled Diacetyl in Sprague-Dawley Rats. 2008			
2548	3234	Literature	Hubbs, A. Necrosis of Nasal and Airway Epithelium in Rats Inhaling Vapors of Artificial Butter Flavoring. 2002			
2549	3233	Literature	Gregersen, N. Protein Misfolding and Human Disease. 2006			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2550	3232	Literature	Forster, M. Assessment of novel tobacco heating product THP1.0. Part 3: Comprehensive chemical characterisation of harmful and potentially harmful aerosol emissions. 2018			
2551	3231	Literature	Flora, J. Characterization of potential impurities and degradation products in electronic cigarette formulations and aerosols. 2016			
2552	3230	Literature	Flake, G. Pathology of Diacetyl and 2,3-Pentanedione Airway Lesions in a Rat Model of Obliterative Bronchiolitis. 2016			
2553	3229	Literature	Fennell, T. Systemic uptake, albumin and hemoglobin binding of [14C]2,3 butanedione administered by intratracheal instillation in male Harlan Sprague Dawley rats and oropharyngeal aspiration in male B6C3F1/N mice. 2015			
2554	3228	Literature	Fedan, J.S. Popcorn worker's lung: In vitro exposure to diacetyl, an ingredient in microwave popcorn butter flavoring, increases reactivity to methacholine. 2006			
2555	3227	Literature	Farsolinos, K. Evaluation of Electronic Cigarette Liquids and Aerosol for the Presence of Selected Inhalation Toxins. 2014			
2556	3226	Literature	EL-Hellani, A. Nicotine and carbonyl emissions from popular electronic cigarette products: correlation to liquid composition and design characteristics. 2016			
2557	3225	Literature	Cunningham, A. The evolving e-cigarette: comparative chemical analyses of e-cigarette vapour and cigarette smoke. 2020			
2558	3224	Literature	CORESTA E-Cigarette Task Force Technical Report. 2014 Electronic Cigarette Aerosol Parameters Study. March 2015			
2559	3223	Literature	Chen, D. The Effects of Acetaldehyde Exposure on Histone Modifications and Chromatin Structure in Human Lung Bronchial Epithelial Cells. 2018			
2560	3222	Literature	Chatterjee, S. Acute exposure to e-cigarettes causes inflammation and pulmonary endothelial oxidative stress in nonsmoking, healthy young subjects.			
2561	3221	Literature	Chand, B. Association between e-cigarette use and asthma: a systematic review and meta-analysis. 2021			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2562	3220	Literature	Chaffee, B. E-cigarette use and adverse respiratory symptoms among adolescents and Young adults in the United States. 2021			
2563	3219	Literature	Bircan, E. Electronic cigarette use and its association with asthma, chronic obstructive pulmonary disease (COPD) and asthma-COPD overlap syndrome among never cigarette smokers. 2021			
2564	3218	Literature	Bertrand, P. Physical and chemical assessment of 1,3 Propanediol as a potential substitute of propylene glycol in refill liquid for electronic cigarettes. 2018			
2565	3217	Literature	Beauval, N. Influence of puffing conditions on the carbonyl composition of e-cigarette aerosols. 2018			
2566	3216	Literature	Bahmed, K. The role of DJ-1 in human primary alveolar type II cell injury induced by e-cigarette aerosol. 2019			
2567	3215	Literature	Altria presentation Puffing profile effects on carbonyl formation in e-cigarette aerosols			
2568	3214	Literature	Allaman, I. Methylglyoxal, the dark side of glycolysis. 2015			
2569	3213	Literature	1/15/2019 Safety Data Sheet according to the (US) Hazard Communication Standard (29 CFR 1910.1200) Version 1.2			
2570	3167	Literature	Azimi, P. An Unrecognized Hazard in E-Cigarette Vapor: Preliminary Quantification of Methylglyoxal Formation from Propylene Glycol in E-Cigarettes. 2021			
2571	3145	Literature	Ali FRM, Seaman EL, Diaz MC, Ajose J, King BA. Trends in unit sales of cooling flavoured e-cigarettes, USA, 2017-2021. Tob Control. 2022 Jul 15;tobaccocontrol-2022-057395.			
2572	3144	Literature	Ali FRM, Diaz MC, Vallone D, Tynan MA, Cordova J, Seaman EL, Trivers KF, Schillo BA, Talley B, King BA. E-cigarette Unit Sales, by Product and Flavor Type - United States, 2014-2020. MMWR Morb Mortal Wkly Rep. 2020 Sep 18;69(37):1313-1318.			
2573	3060	Literature	Kluger R, Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris; ISBN-13 978-0375700361			
2574	3059	Literature	Brandt A, The Cigarette Century: The Rise, Fall and Deadly Persistence of the Product That Defined America; ISBN-13 978-0465070480			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2575	3058	Literature	Hickman E, et al Current E-Cigarette Research in the Context of Asthma, August 2020 Current Allergy and Asthma Reports			
2576	3054	Misc.	July 1974 - Roper Study for Philip Morris, Inc. - A Study of Smoking Habits Among Young Smokers		2024921279 (legacy)	2024921313 (legacy)
2577	3048	Literature	Tan ASL et al. JUUL Labs' sponsorship and the scientific integrity of vaping research. Lancet. 2019 Aug 3;394(10196):366-368			
2578	3043	Literature	Pisinger C et al., A Conflict of interest is strongly associated with tobacco industry-favourable results, indicating no harm of e-cigarettes. Prev Med. 2019 Feb;119:124-131			
2579	3011	Literature	Harrell et al. Impact of the e-cigarette era on cigarette smoking among youth in the United States: A population-level study			
2580	2990	Literature	Blank et al. 2009. Comparison of methods for measurement of smoking behavior: Mouthpiece-based computerized devices versus direct observation.			
2581	2899	Literature	10/07/2022 Cooper M, et al. Notes from the Field: E-cigarette Use Among Middle and High School Students - United States, 2022			
2582	2871	Literature	American Community Survey, IPUMS version. Ruggles, S. et al. IPUMS USA: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2021 (available at https://usa.ipums.org/usa/)			
2583	2867	Literature	U.S. Census Bureau: American Community Survey, IPUMS version. Ruggles, S. et al. of the University of Minnesota's Population Center. IPUMS USA: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2021 (available at https://usa.ipums.org/usa/).			
2584	2861	Literature	National Center for Health Statistics, National Health Interview Survey, IPUMS version. Blewett, L. et al. IPUMS Health Surveys: National Health Interview Survey, Version 6.4 [dataset]. Minneapolis, MN: IPUMS, 2019. https://doi.org/10.18128/D070.V6.4 (available at https://nhis.ipums.org/nhis/)			
2585	2846	Literature	L. Collins, et al. E-Cigarette Marketing and Communication: How E-Cigarette Companies Market E-Cigarettes and the Public Engages with E-cigarette Information. Nicotine & Tobacco Research. 2019			
2586	2845	Literature	R. Wissmann, et al. Modeling the Population Health Impact of ENDS in the U.S. American Journal of Health Behavior. 2021			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2587	2844	Literature	J. Duke, et al. Impact of The Real Cost Media Campaign on Youth Smoking Initiation. American Journal of Preventive Medicine. 2019			
2588	2843	Literature	Lee P, Fry J. Investigating gateway effects using the PATH study. 2019			
2589	2842	Literature	L. Dutra and S. Glantz. E-cigarettes and National Adolescent Cigarette Use: 2004-2014. Pediatrics. 2017			
2590	2841	Literature	G. Chan, et al. Gateway or common liability? A systematic review and meta-analysis of studies of adolescent e-cigarette use and future smoking initiation. Addiction. 2021			
2591	2840	Literature	J. Khouja, et al. Is e-cigarette use in non-smoking young adults associated with later smoking? A systematic review and meta-analysis. Tobacco Control. 2021			
2592	2839	Literature	J.F. Ette. Gateway effects and electronic cigarettes. Addiction. 2018			
2593	2838	Literature	K. Bell and H. Keane. All gates lead to smoking: The 'gateway theory', e-cigarettes and the remaking of nicotine. Social Science and Medicine. 2014			
2594	2835	Literature	M. Morean, et al. High school students' use of JUUL pod flavors before and after JUUL implemented voluntary sales restrictions on certain flavors in 2018. PLoS One. 2020			
2595	2834	Literature	J. Caulkins and M. Kleinman. Lessons to Be Drawn from U.S. Drug Control Policies. European Journal of Criminal Policy Resolution. 2018			
2596	2833	Literature	P. Cook, et al. Underground Gun Markets. Economic Journal. 2007			
2597	2832	Literature	M. Jacobson. Baby booms and drug busts: Trends in youth drug use in the United States, 1975-2000. Quarterly Journal of Economics. 2004			
2598	2831	Literature	P. Diamond. Aggregate demand management in search equilibrium. Journal of Political Economy. 1982			
2599	2830	Literature	Johnson, et al. Monitoring the Future National Survey Results on Adolescent Drug Use, 1975-2016. 2017			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2600	2828	Literature	M. Showalter. Firm behavior in a market with addiction: The case of cigarettes. Journal of Health Economics. 1999			
2601	2827	Literature	S. Soneji. Quantifying population-level health benefits and harms of e-cigarette use in the United States. PLoS ONE. 2018			
2602	2826	Literature	X. Xu, et al. Annual healthcare spending attributable to cigarette smoking: An update. American Journal of Preventive Medicine. 2015			
2603	2824	Literature	T. Novotny and F. Zhao. Consumption and production waste: Another externality of tobacco use. Tobacco Control. 1999			
2604	2821	Literature	R. McKeganey and C. Russell. Prevalence of awareness and use of JUUL E-cigarettes in a national probability sample of adolescents in the United States. American Journal of Health Behaviors. 2019			
2605	2820	Literature	A. Wang, et al., "Characteristics of e-Cigarette Use Behaviors among U.S. Youth, 2020," JAMA Open Network, 2021, 4(6): e2111336			
2606	2819	Literature	Miech R, Leventhal A, Johnston L, O'Malley PM, Patrick ME, Barrington-Trimis J. Trends in Use and Perceptions of Nicotine Vaping Among US Youth From 2017 to 2020. <i>JAMA Pediatr.</i> 2021;175(2):185–190. doi:10.1001/jamapediatrics.2020.5667			
2607	2818	Literature	D. Hammond, et al., "Trends in smoking and vaping among youth and young adults in Canada, England and the United States: Findings from the ITC Youth Tobacco and Vaping Survey," Presentation at the Society for Research on Nicotine & Tobacco Annual Meeting (held virtually), February 27, 2021			
2608	2817	Literature	D. Hammond, et al., "Trends in e-cigarette brands, devices and the nicotine profile of products used by youth in England, Canada and the USA, 2017-2019," Tobacco Control, 2021a, (https://pubmed.ncbi.nlm.nih.gov/34099572/)			
2609	2816	Literature	B. Kaplan, et al., "The youth e-cigarette epidemic: New estimates of JUUL Labs' revenue from youth users in the U.S.," Tobacco Induced Diseases, 2021, 19(33)			
2610	2815	Literature	D. Hammond, et al., "Prevalence of vaping and smoking among adolescents in Canada, England, and the United States: Repeat national cross-sectional surveys," BMJ, 2019, 365			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2611	2814	Literature	D. Vallone, et al., "Electronic Cigarette and JUUL Use Among Adolescents and Young Adults," JAMA Pediatrics, 2020, 174(3)			
2612	2813	Literature	D. Hammond, et al., "Use of JUUL E-cigarettes among Youth in the United States," Nicotine and Tobacco Research, 2020, 22(5)			
2613	2777	Literature	Liu, J., Gaiha, S. M., & Halpern-Felsher, B. (2022). School-based programs to prevent adolescent e-cigarette use: A report card. Current Problems in Pediatric and Adolescent Health Care, 101204.			
2614	2776	Literature	McCauley, D. M., Gaiha, S. M., Lempert, L. K., & Halpern-Felsher, B. (2022). Adolescents, Young Adults, and Adults Continue to Use E-Cigarette Devices and Flavors Two Years after FDA Discretionary Enforcement. International journal of environmental research and public health, 19(14), 8747.			
2615	2775	Literature	Gentzke, A. S., Wang, T. W., Cornelius, M., Park-Lee, E., Ren, C., Sawdey, M. D., ... & Homa, D. M. (2022). Tobacco Product Use and Associated Factors Among Middle and High School Students—National Youth Tobacco Survey, United States, 2021. MMWR Surveillance Summaries, 71(5), 1.			
2616	2774	Literature	Rogers, E. M., Singhal, A., & Quinlan, M. M. (2014). Diffusion of innovations. In An integrated approach to communication theory and research (pp. 432-448). Routledge.			
2617	2773	Literature	Rogers, E. M. (2002). Diffusion of preventive innovations. Addictive behaviors, 27(6), 989-993.			
2618	2761	Party Production Literature	Center for Substance Use Research (CSUR) Report, "Transitions in Cigarette Smoking Associated with Use of the JUUL Vaping Device Among 18,799 Adults in the United States"		JLI30435782	JLI30435839
2619	2542	Literature	Russell (2019) Factors associated with past 30-day abstinence from cigarette smoking in a non-probabilistic sample...			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2620	2485	Literature	National Academies of Sciences, Engineering, and Medicine; Health and Medicine Division; Board on Population Health and Public Health Practice; Committee on the Review of the Health Effects of Electronic Nicotine Delivery Systems Public Health Consequences of E-Cigarettes Eaton DL, Kwan LY, Stratton K, editors. Washington (DC): National Academies Press (US); 2018 Jan 23			
2621	2456	Literature	Hariri L., et al. E-Cigarette Use, Small Airway Fibrosis, and Constructive Bronchiolitis. 2022			
2622	2431	Literature	Hersey et al., 2006; Substance Abuse and Mental Health Services Administration, 2006			
2623	2242	Literature	Sun T, Lim CC, Chung J, et al. Vaping on TikTok: a systematic thematic analysis. Tobacco Control Published Online First: 26 July 2021. doi: 10.1136/tobaccocontrol-2021-056619			
2624	2229	Literature	Samson, A. (2010). Product usage and firm-generated word of mouth: Some results from FMCG product trials. International Journal of Market Research, 52(4), 459-482.			
2625	2228	Literature	Holmes, J. H., & Lett, J. D. (1977). Product sampling and word of mouth. Journal of Advertising Research, 17(5), 35-40.			
2626	2226	Literature	Ho Kim, Dominique M. Hanssens. Advertising and Word-of-Mouth Effects on Pre-launch Consumer Interest and Initial Sales of Experience Products. Journal of Interactive Marketing, Volume 37, 2017, pp. 57-74.			
2627	2225	Literature	Stephen W. Litvin, Ronald E. Goldsmith, Bing Pan. Electronic word-of-mouth in hospitality and tourism management. Tourism Management, Volume 29, Issue 3, p. 261.			
2628	2224	Literature	Christy M.K. Cheung, Dimple R. Thadani. The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision Support Systems, Volume 54, Issue 1, 2012, pp. 461-470.			
2629	2111	Literature	Morgan-Lopez, A. A., et al., Predicting Age Groups of Twitter Users Based On Language and Metadata Features PloS one, 12 (8) (2017), e0183547			
2630	2110	Literature	McKenna, Jeffrey et al., Strategies for an Effective Youth Counter-Marketing Program: Journal of Public Health Management and Practice, 6 (3) (2000): 7-13			
2631	2109	Literature	Harris, Lauryn, Too Little, Too Late: FTC Guidelines on Deceptive and Misleading Howard Law Journal, 62 (3) (2019), 947-98			

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2632	2107	Literature	Capella, Michael L. et al., A Review of the Effect of Cigarette Advertising International Journal of Research in Marketing, 28 (2011): 269-279			
2633	2037	Literature	Malik A et al. Live, Love, Juul: User and Content Analysis of Twitter Posts about Juul Am J Health Behav. 2019 Mar 1;43(2):326-336.			
2634	2024	Literature	National Institute on Drug Abuse, "Principles of Substance Abuse Prevention for Early Childhood: A Research-Based Guide," 2016, 3, https://www.drugabuse.gov/sites/default/files/early-childhood-prevention-march-2016.pdf			
2635	2023	Literature	Maryanne L. Fakeh Campbell et al., "E-Cigarette Environmental and Fire/Life Safety Risks in Schools Reported by Secondary School Teachers," BMC Public Health, 20(1215), 2020			
2636	1985	Literature	Anice E. Kim, et al., JAMA Pediatrics: Estimated Ages of JUUL Twitter Followers (2019)			
2637	1936	Literature	Zdinak J. 2018. E-vapor Product Appeal Among Tobacco Users and Non-users and the Role of Flavor in Tobacco Harm Reduction.			
2638	1926	Literature	Mings J. 2014. Ploom Model Two Slays Smoking With Slick Design and Heated Tobacco Pods			
2639	1909	Literature	Chaykowski K., 2018. The Disturbing Focus of Juul's Early Marketing Campaigns			
2640	1908	Literature	Chaykowski K. 2018. Billionaires-to-be: Cigarette Breakers—James Monsees and Adam Bowen Have Cornered the US E-Cigarette Market with Juul. Up Next: The World			
2641	1808	Literature	Wang T., et al. 2020. E-Cigarette Use Among Middle and High School Students - United States, 2020			
2642	1806	Literature	Szoko N., et al. 2021. Protective Factors Against Vaping and Other Tobacco Use			
2643	1805	Literature	Singh S., et al. 2020. E-cigarettes and youth: Patterns of use, potential harms, and recommendations			

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2644	1804	Literature	SFATA. Smoke-Free Alternatives Trade Association Statement of Principles.			
2645	1803	Literature	Sargent J., et al. 2020. Recommendations From the USPSTF for Prevention and Cessation of Tobacco Use in Children and Adolescents			
2646	1802	Literature	Sanchez V., et al. 2021. CBPR Implementation Framework for Community-Academic Partnerships			
2647	1800	Literature	Romberg et al. 2020 Patterns of Nicotine Concentrations in Electronic Cigarettes Sold in the Unites States, 2013-2018			
2648	1799	Literature	Pierce (2022) Daily E-cigarette Use and the Surge in JUUL Sales: 2017-2019			
2649	1797	Literature	Park-Lee, E. et al. Notes from the Field: E-Cigarette Use Among Middle and High School Students - National Youth Tobacco Survey, United States, 2021			
2650	1796	Literature	Lyzwinski L.N. et al. Review Article. Global youth vaping and respiratory heath: epidemiology, interventions, and policies.			
2651	1795	Literature	King B., et al. 2018. The Tobacco Control Vaccine: a population-based framework for preventing tobacco-related disease and death			
2652	1794	Literature	Kelder S., et al. 2021. Dissemination of CATCH My Breath, a middle school E-Cigarette prevention program			
2653	1793	Literature	Kelder S., et al. 2020. A Middle School Program to Prevent E-Cigarette Use: A Pilot Study of "CATCH My Breath"			
2654	1784	Literature	Fawcett S., et al. 2000. The Community Tool Box: A Web-Based Resource for Building Healthier Communities.			
2655	1783	Literature	Durbin et al. 2014. Gateway to Addiction? A Survey of Popular Electronic Cigarette Manufacturers and Targeted Marketing Youth			
2656	1781	Literature	DHHS. 2011. Preventing Drug Use Among Children and Adolescents - A Research-Based Guide for Parents, Educators, and Community Leaders. 2nd Edition.			

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2657	1780	Literature	DHHS. 2010. Ending the Tobacco Epidemic - A Tobacco Control Strategic Action Plan for the U.S. Dept. of Health and Human Services.			
2658	1772	Literature	Cornelius 2019 Tobacco Product Use Among Adults - United States, 2019			
2659	1767	Literature	Brener N.D. et al. Use of Tobacco Products , Alcohol, and Other Substances Among High School Students During the COVID-19 Pandemic - Adolescent Behavior Survey , United States, January-June 2021.			
2660	1765	Literature	Besaratinia A., et al. 2021 The consequential impact of JUUL on youth vaping and the landscape of tobacco products: The state of play in the COVID-19 era			
2661	1764	Literature	Ahluwalia I., et al. 2017. Measuring progress in tobacco prevention and control: the role of surveillance.			
2662	1709	Party Production Literature	Rose, et al. Arterial nicotine kinetics during cigarette smoking and intravenous nicotine administration. 1999.		JLI00896221	JLI00896229
2663	1701	Literature	Webb, et al. The Motivational Enhancement Therapy and Cognitive Behavioral Therapy Supplement. 2002.			
2664	1698	Literature	Taioli, et al. Effect of the age at which smoking begins on frequency of smoking in adulthood. 1991.			
2665	1697	Literature	Stanton, et al. Tobacco cessation interventions for young people (Review). 2013.			
2666	1695	Literature	Rupprecht, et al. Behavioral Mechanisms Underlying Nicotine Reinforcement. 2016.			
2667	1694	Literature	Robinson, et al. Tobacco Smoking Trajectory and Associated Ethnic Differences Among Adolescent Smokers Seeking Cessation Treatment. 2004.			
2668	1693	Literature	Ramo, et al. Intentions to quit smoking among youth in substance abuse treatment. 2011.			
2669	1692	Literature	Villarroel, et al. Electronic Cigarette Use Among U.S. Adults, 2018. 2020.			

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2670	1689	Literature	Mantey, et al. E-cigarette marketing exposure is associated with e-cigarette use among U.S. youth. 2016.			
2671	1688	Literature	Li, et al. Exploring how tobacco advertisements are associated with tobacco use susceptibility in tobacco naive adolescents from the PATH study. 2021.			
2672	1687	Literature	Koob, et al. Drugs, Addiction, and the Brain. 2014.			
2673	1685	Misc.	03/31/1981 Special Report from Myron Johnston to Robert Seligman Re: Young Smokers		1000390803 (legacy)	1000390855 (legacy)
2674	1680	Party Production Literature	Farrelly, et al. A Randomized Trial of the Effect of E-cigarette TV Advertisements on Intentions to Use E-cigarettes. 2015.		ALGAT0001861240	ALGAT0001861247
2675	1679	Literature	Nicksic, et al. Recall of E-cigarette Advertisements and Adolescent E-cigarette Use. 2017.			
2676	1678	Literature	Villanti, et al. Impact of Exposure to Electronic Cigarette Advertising on Susceptibility and Trial of Electronic Cigarettes and Cigarettes in US Young Adults. 2016.			
2677	1675	Party Production Literature	Schillo, et al. JUUL in School. 2020.		JLI20013959	JLI20013963
2678	1672	Party Production Literature	Czaplicki, et al. Characterising JUUL-related posts on Instagram. 2019.		JLI20006517	JLI20006523
2679	1671	Party Production Literature	Cullen, et al. e-Cigarette Use Among Youth in the United States, 2019. 2019.		JLI20006508	JLI20006516
2680	1669	Party Production Literature	Audrain-McGovern, et al. Initial e-cigarette flavoring and nicotine exposure and e-cigarette uptake among adolescents. 2019.		JLI20005008	JLI20005014
2681	1665	Literature	Hansen, et al. Electronic cigarette marketing and smoking behaviour in adolescence. 2018.			
2682	1663	Literature	Camenga, et al. E-Cigarette Advertising Exposure in E-cigarette Naive Adolescents and Subsequent E-Cigarette Use. 2018.			
2683	1653	Party Production Literature	Willett, et al. Recognition, use and perceptions of JUUL among youth and young adults. 2019.		JLI20015219	JLI20015220

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2684	1646	Literature	Hébert, et al. Exposure and engagement with tobacco- and e-cigarette- related social media. 2017.			
2685	1645	Literature	Hammond, et al. Changes in prevalence of vaping among youths in United States, Canada, and England from 2017 to 2019. 2020.			
2686	1644	Literature	Fielding-Singh, et al. Tobacco Product Promotions Remain Ubiquitous and Are Associated with Use and Susceptibility to Use Among Adolescents. 2020.			
2687	1641	Literature	Fanshawe, et al. Tobacco cessation interventions for young people (Review). 2017.			
2688	1639	Literature	Davis, et al. Differences in JUUL Appeal Among Past and Current Youth JUUL Users. 2020.			
2689	1638	Literature	Cullen, et al. Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students - United States, 2011-2018. 2018.			
2690	1637	Literature	CSAT. Empowering Families, Helping Adolescents. 1992.			
2691	1636	Literature	CSAT. Guidelines for the Treatment of the Alcohol- and Other Drug-Abusing Adolescents. 1993.			
2692	1635	Literature	Chen, et al. Age of smoking initiation. 1998.			
2693	1632	Party Production Literature	Barrington-Trimis, et al. E-cigarette Use and Subsequent Smoking Frequency Among Adolescents. 2018.		ALGAT0003754104	ALGAT0003754114
2694	1631	Party Production Literature	McCausland, et al. The Messages Presented in Electronic Cigarette-Related Social Media Promotions and Discussion. 2019.		ALGAT0003694202	ALGAT0003694217
2695	1628	Party Production Literature	Tsai, et al. Reasons for Electronic Cigarette Use Among Middle and High School Students. 2018.		ALGAT0001867144	ALGAT0001867148
2696	1627	Literature	Diagnostic and Statistical Manual of Mental Disorders: Fifth Edition (DSM-5)			
2697	1626	Literature	Adriani, et al. Evidence for Enhanced Neurobehavioral Vulnerability to Nicotine during Periadolescence in Rats. 2003.			

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	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2698	1594	Party Production Literature	Lee, et al. Youth and Young Adult Use of Pod-Based Electronic Cigarettes From 2015 to 2019. 2020.		JLI47753072	JLI47753078
2699	1593	Party Production Literature	Vogel, et al. Adolescents' E-Cigarette Use. 2019.		JLI47681425	JLI47681430
2700	1589	Deposition Exhibit Party Production Literature	Singh, et al. Tobacco Use Among Middle and High School Students - United States, 2011-2015. 2016.	Pratkanis Exhibit 6	JLI49228144	JLI49228150
2701	1588	Literature	01/01/1959 A Study of Attitudes Toward Cigarette Smoking and Different Types of Cigarettes			
2702	1587	Literature	03/26/2009 RWJF Report: The Campaign for Tobacco-Free Kids			
2703	1586	Party Production Literature	Stratton, et al. Public Health Consequences of E-Cigarettes. 2018.		JLI20010710	JLI20011484
2704	1584	Deposition Exhibit Party Production Literature	Prochaska, et al. Nicotine delivery and cigarette equivalents from vaping a JUULpod. 2021.	Vose Exhibit 2611	JLI700067418	JLI700067423
2705	1583	Deposition Exhibit Literature	Leffingwell, et al. Tobacco Flavoring for Smoking Products. 1972.	Perfetti Exhibit 92		
2706	1580	Literature	Pepper, et al. Adolescents' Interest in Trying Flavored E-Cigarettes. 2016.			
2707	1579	Literature	Patten and Biasi. History repeats itself. 2020.			
2708	1576	Party Production Literature	Boykan, et al. Evidence of Nicotine Dependence in Adolescents Who Use JUUL and Similar Pod Devices. 2019.		JLI20005966	JLI20005971
2709	1575	Party Production Literature	Morean, et al. Adolescents' awareness of the nicotine strength and e-cigarette status of JUUL e-cigarettes. 2019.		JLI20010634	JLI20010638
2710	1574	Literature	Davis, et al. The Role of the Media in Promoting and Reducing Tobacco use. 2008.			
2711	1573	Literature	McCabe, et al. Associations btw early onset of e-cigarette use and cigarette smoking and other substance use among US adolescents. 2017.			
2712	1572	Literature	Mayhew, et al. Stages in the development of adolescent smoking. 2000.			
2713	1571	Literature	Siquiera, et al. Nicotine and Tobacco as Substances of Abuse in Children and Adolescents. 2017.			
2714	1570	Deposition Exhibit Literature	Leventhal, et al. Effect of Exposure to e-Cigarettes With Salt vs Free-Base Nicotine on the Appeal and Sensory Experience of Vaping. 2021.	Grunberg Exhibit 28		
2715	1552	Literature	Herman, et al. E-cigarettes, Nicotine, the Lung and the Brain: Multi-Level Cascading Pathophysiology. 2020.			
2716	1550	Literature	Gomes, et al. Differences in vulnerability to nicotine-induced kindling between female and male periadolescent rats. 2012.			
2717	1549	Literature	Elliott, et al. Adolescent Tobacco Use. 2005.	Grunberg Exhibit 5		
2718	1548	Literature	Groom, et al. Correlates of youth vaping flavor preferences. 2020.			
2719	1547	Literature	Goldenson, et al. Differences in Switching Away From Smoking Among Adult Smokers Using JUUL Products in Regions With Different Maximum Nicotine Concentrations. 2021.	Levy Exhibit 4		

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2720	1545	Literature	Faraday, et al. Adult vs. adolescent rats differ in biobehavioral responses to chronic nicotine administration. 2001.			
2721	1544	Misc.	03/01/1971 Bird-I A Study of the Quit-Smoking Campaign in Greenfield, Iowa, in Conjunction with the Movie, Cold Turkey		968129346 (Legacy)	968129386 (legacy)
2722	1542	Deposition Exhibit Party Production Literature	Dwyer, et al. The Dynamic Effects of Nicotine on the Developing Brain. 2009.	Winzer-Serhan Exhibit 5	INREJUUL_00034199	INREJUUL_00034234
2723	1540	Literature	Drugs, Brains, and Behavior: The Science of Addiction			
2724	1539	Literature	DiFranza, et al. Initial symptoms of nicotine dependence in adolescents. 2000.			
2725	1538	Literature	Carter, et al. Abuse liability assessment of tobacco products including potential reduced exposure products. 2009.	Grunberg Exhibit 29		
2726	1537	Literature	Dautzenberg, et al. Satisfactory throat hit is needed to switch to ecigs. 2016.			
2727	1535	Party Production Literature	Connolly. The marketing of nicotine addiction by one oral snuff manufacturer. 1995.		ALGAT0004757931	ALGAT0004757937
2728	1534	Literature	Gaiha, et al. Sources of flavoured e-cigarettes among California youth and young adults. 2022.			
2729	1532	Literature	Bohner, et al. Information Processing Approaches to Persuasion. 2008.			
2730	1531	Literature	Asher, et al. Does using e-cigarettes increase cigarette smoking in adolescents. 2019.			
2731	1530	Literature	Alsharari, et al. Pharmacokinetic and Pharmacodynamics Studies of Nicotine After Oral Administration in Mice. 2013.			
2732	1529	Deposition Exhibit Party Production Literature	Hajek, et al. Nicotine delivery and users' reactions to Juul compared with cigarettes and other e-cigarette products. 2020.	Eissenberg Exhibit 8	JLI20008207	JLI20008214
2733	1528	Literature	Abreu-Villaca, et al. Short-Term Adolescent Nicotine Exposure has Immediate and Persistent Effects on Cholinergic Systems. 2003.			
2734	1521	Literature	Carpenter, et al. New Cigarette Brands With Flavors That Appeal To Youth. 2005.			
2735	1508	Party Production Literature	Vogel, et al. Effects of Social Media on Adolescents' Willingness and Intention to Use E-Cigarettes: An Experimental Investigation. 2020.		JLI04548658	JLI04548677
2736	1501	Party Production Literature	Staff, et al. Electronic and combustible cigarette use in adolescence: links with adjustment, delinquency, and other substance use. 2020.			
2737	1500	Party Production Literature	Singh, et al. Exposure to Advertisements and Electronic Cigarette Use Among US Middle and High School Students. 2016.		ALGAT0005504942	ALGAT0005504950

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2738	1499	Party Production Literature	Russell, et al. U-S Adolescents' Interest in Using E-Cigarette Flavors Marketed and Not Marketed by JUUL. 2019.		JLI00922372	JLI00922376
2739	1498	Literature	Roditis, et al. Adolescents' Perceptions of Health Risks, Social Risks, and Benefits Differ Across Tobacco Products. 2016.			
2740	1493	Literature	Pechmann, et al. Impulsive and Self-Conscious: Adolescents' Vulnerability to Advertising and Promotion. 2005.			
2741	1491	Literature	Patel, et al. Smoking cessation among US adults - use of e-cigarettes, including JUUL, and NRT use. 2021.			
2742	1490	Literature	Nairn, et al. Who's Messing With My Mind? The implications of dual-process models for the ethics of advertising to children. 2008.			
2743	1489	Party Production Literature	Morean, et al. Preferring more e-cigarette flavors is associated with e-cigarette use frequency among adolescents but not adults. 2017.		JLI20010604	JLI20010613
2744	1487	Deposition Exhibit Literature	McKelvey, et al. How and why California young adults are using different brands of pod-type e-cigarettes in 2019: Implications for researchers and regulators. 2020.	Halpern-Felsher Exhibit 49010		
2745	1486	Literature	McKelvey, et al. Youth say ads for flavored e-liquids are for them. 2019.			
2746	1485	Party Production Literature	Liu, et al. What Does It Meme, A Qualitative Analysis of Adolescents' Perceptions of Tobacco and Marijuana Messaging. 2020.			
2747	1484	Literature	Kong, et al. Appeal of JUUL among adolescents. 2019.		JLI20009091	JLI20009096
2748	1483	Deposition Exhibit Party Production Literature	Kong, et al. Reasons for Electronic Cigarette Experimentation and Discontinuation Among Adolescents and Young Adults. 2015.	Arnett Exhibit 25	JLI700117756	JLI700117763
2749	1482	Literature	King. Flavors Are a Major Driver of the Youth E-Cigarette Epidemic. 2020.			
2750	1481	Literature	Kim, et al. At the speed of Juul: Measuring the Twitter conversation related to ENDS and Juul across space and time (2017-2018). 2021.			
2751	1480	Literature	Kim, et al. Estimated Ages of JUUL Twitter Followers. 2019.			
2752	1476	Party Production Literature	Jackler, et al. Nicotine arms race: JUUL and the high-nicotine product market. 2019.			
2753	1475	Party Production Literature	Jackler. JUUL Advertising Over its First Three Years on the Market. 2019.			
2754	1471	Party Production Literature	Huang, et al. Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market. 2019.		JLI20008451	JLI20008456

	REF NO.	CATEGORY	DESCRIPTION	DEP. Exhibit #	BEG BATES	END BATES
2755	1470	Party Production Literature	Goniewicz, et al. High exposure to nicotine among adolescents who use Juul and other vape pod systems ('pods'). 2019.			
2756	1469	Party Production Literature	Gentzke, et al. Vital Signs: Tobacco Product Use Among Middle and High School Students - United States, 2011-2018. 2019.			
2757	1463	Literature	Duan, et al. Exposure to e-cigarette TV Advertisements among U.S. youth and adults, 2013-2019. 2021.			
2758	1461	Party Production Literature	Chu, et al. JUUL Spreading Online and Offline. 2018.		JLI00922293	JLI00922297
2759	1459	Party Production Literature	Berry, et al. Association of Electronic Cigarette Use With Subsequent Initiation of Tobacco Cigarettes in US Youths. 2018.		JLI20005213	JLI20005225
2760	1456	Literature	Allem, et al. Characterizing JUUL-related posts on Twitter. 2018.			
2761	1455	Literature	Alexander, et al. Youth who use e-cigarettes regularly: A qualitative study of behavior, attitudes, and familial norms. 2019.			
2762	1454	Party Production Literature	Agaku, et al. The Effect of Exposure to Pro-Tobacco Advertising on Experimentation With Emerging Tobacco Products Among U.S. Adolescents. 2014.		JLI20004730	JLI20004735
2763	1383	Deposition Exhibit Literature	Vallone, et al. Prevalence and correlates of JUUL use among a national sample of youth and young adults. 2018.	Nicholas Pritzker Exhibit 14127	MDL_RV0002189	MDL_RV0002195
2764	1117	Literature	Perks SN, Armour B, Agaku IT. Cigarette Brand Preference and Pro-Tobacco Advertising Among Middle and High School Students — United States, 2012–2016. MMWR Morb Mortal Wkly Rep 2018;67:119–124			
2765	1072	Literature	Leventhal et al., Flavors of E-Cigarettes Used by Youths in the United States, JAMA 2019 Dec 3, 322(21): 2132-2134			
2766	1071	Literature	Henningfield JE, Keenan RM, Nicotine delivery kinetics and abuse liability. J Consult Clin Psychol. 1993 Oct;61(5):743-50. doi: 10.1037//0022-006x.61.5.743. PMID: 8245272			
2767	1070	Literature	O. George, G.F. Koob, Overview of Nicotine Withdrawal and Negative Reinforcement (Preclinical) 2017 (http://dx.doi.org/10.1016/B978-0-12-802574-1.00001-6).			
2768	993	Deposition Exhibit Literature	JAMA - Electronic Cigarette Sales in the United States, 2013-2017, 10/2/2018	Willard Exhibit 8		
2769	880	Deposition Exhibit Literature	McKelvey, Karma, et al. Adolescents' and Young Adults' Use and Perceptions of Pod-Based E-Cigarettes. JAMA Network. 2018	Robbins Exhibit 8	JLI00707500	JLI00707512
2770	856	Deposition Exhibit Literature	Talih, Soha et al., "Characteristics and toxicant emissions of JUUL electronic cigarettes," 2019, Tob Control	Myers Exhibit 1638	JLI00909183	JLI00909185

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2771	832	Deposition Exhibit Literature	American Journal of Health Behavior, "Special Issue on JUUL", May 2021	Murillo Exhibit 50014		
2772	663	Deposition Exhibit Literature	Watkins et al., "Association of Noncigarette Tobacco Product Use with Future Cigarette Smoking Among Youth in the population Assessment of Tobacco and Health (PATH) Study, 2013-2015" Jama Pediatrics, January 2, 2018	Gould Exhibit 27		
2773	643	Deposition Exhibit Literature	Kaplan, B. et al. "The Youth e-cigarette epidemic: New estimates of JUUL Labs revenue from youth users in the US" Tobacco Induced Diseases, March 2, 2021	Gifford Exhibit 31007		
2774	616	Deposition Exhibit Literature	Angeloni et al., "Role of Methylglyoxal in Alzheimer's Disease", Biomed Research International, March 09, 2014.	Gardner Exhibit 263		
2775	614	Deposition Exhibit Literature	Azimi, P. et al "An Unrecognized Hazard in E-Cig Vapor: Preliminary Quantification of Methylglyoxal Formation from Propylene Glycol in E-Cigs", MDPI, January 6, 2021.	Gardner Exhibit 260 Xing Exhibit 8032 Myers Exhibit 1635 Gould Exhibit 20 Misra Exhibit 3033 Tackett Exhibit DX 16		
2776	613	Deposition Exhibit Literature	Hubbs, Ann, et al. "Flavorings-Related Lung Disease: A Brief Review and New Mechanistic Data. Toxicologic Pathology" 2019.	Gardner Exhibit 259		
2777	612	Deposition Exhibit Literature	Melvin, Matt , et al. "Formation of Diacetyl and Other a-Dicarbonyl Compounds during the Generation of E-Vapor Product Aerosols" ACS Omega. 2020.	Gardner Exhibit 256 Myers Exhibit 1636		
2778	405	Deposition Exhibit Literature	Gornall, Jonathan "Public Health England's troubled trail" BMJ, 11/03/2015	Bowen Exhibit 11147		
2779	404	Deposition Exhibit Literature	Eissenberg et al. Invalidity of an oft-cited estimate of the relative harms of electronic cigarettes. Feb. 2020	Bowen Exhibit 11146		